

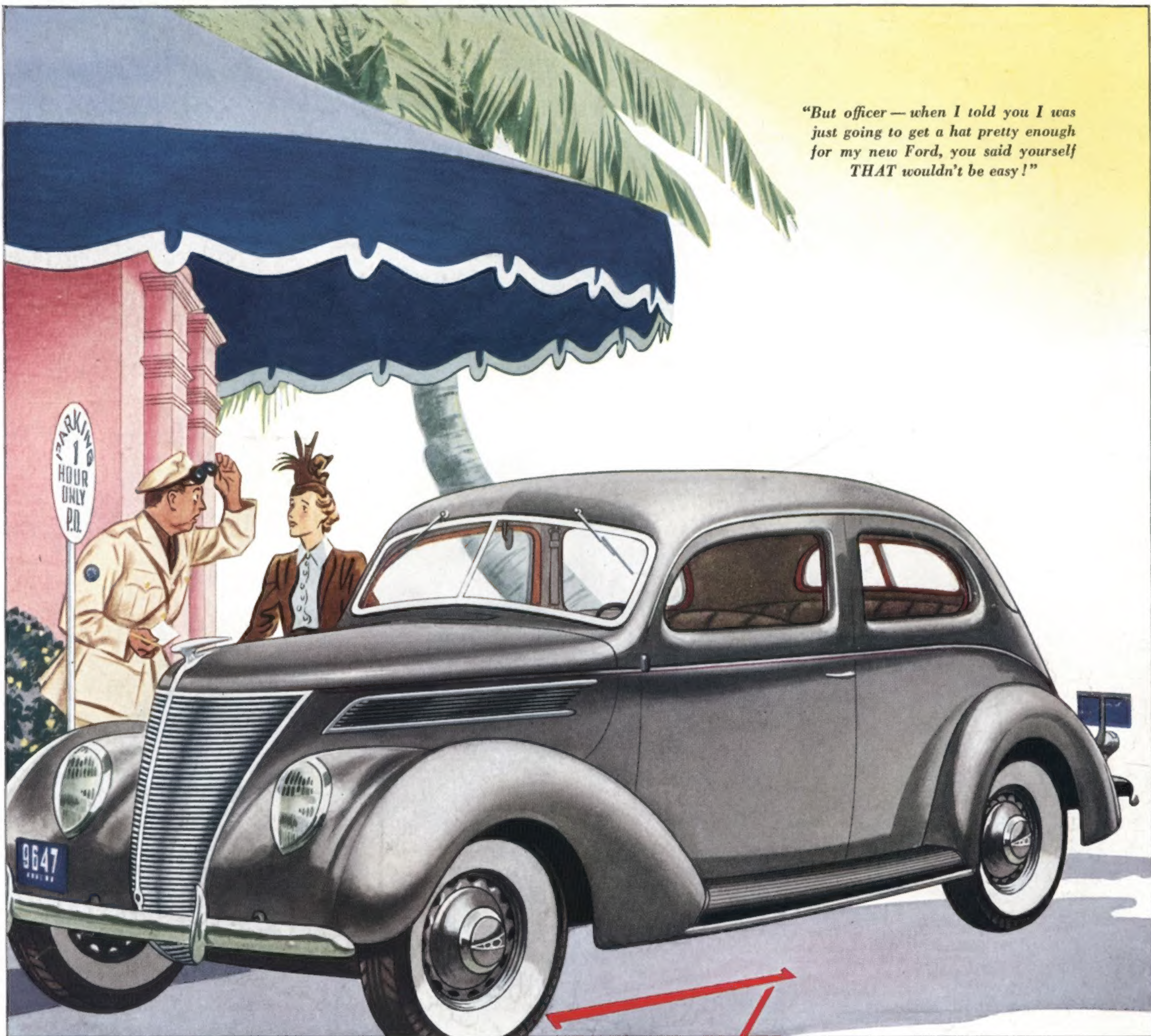
Vogue



**ADVANCE
RETAIL
TRADE
EDITION**

See section opposite page 166

V © THE CONDE NAST PUBLICATIONS, INC.



"But officer — when I told you I was just going to get a hat pretty enough for my new Ford, you said yourself *THAT* wouldn't be easy!"

**DISTINCTIVE BEAUTY
BORN OF USEFULNESS**

Ford V-8
FOR 1937

TODAY'S world wants beauty born of usefulness . . . form that follows function . . . lines that are pleasing and practical.

By such modern standards, the Ford V-8 for 1937 is unmistakably beautiful. It's wide, low and roomy. No horns, headlamps or spare tires break its smooth, clean curves. Every detail, every appointment, inside and out, contributes to its simple, distinguished design.



There's beauty of another kind in its fine materials, precision workmanship, faithful service. And there's beauty in its budget figures too!

Both the improved 85-horsepower V-8 engine and the new 60-horsepower V-8 engine provide smooth performance with economy. In fact, the "60" engine, in five body types, makes possible the lowest Ford price in years and the greatest gas mileage ever built into a Ford car.

* "Globe Trotter"

Best's Famous Little Zephyr Knit Frock

6.95

CORAL • WHITE • YELLOW

AQUA • SAXE BLUE

ASHES OF ROSES



Fashions may come and go, but classic knits are always a necessity in every well-dressed woman's wardrobe — a boon for Spring travel and golf. Best's exclusive "Globe Trotter" seems never to go out of style. Its lovely colors and its fine zephyr yarn (knit by a process that appears hand-done) make it look like much more than 6.95! Sizes 14 to 20

MAIL ORDERS FILLED

Best & Co.

Fifth Avenue • New York

GARDEN CITY

MAMARONECK

EAST ORANGE

BROOKLINE

ARDMORE

* Reg. U. S. Pat. Off.

KNOW THE PEDIGREE OF THE SILVER FOX YOU BUY
 This Medallion is sealed to the nose of every genuine Fromm Pedigreed Fox. To receive the free
 pedigree of the silver fox you purchase, mail the Medallion to Fromm



*The
 most valuable
 Silver Fox
 in the world*



Here is the proud beauty that will be talked about for years to come . . . a silver fox so outstanding, so silky and deep in fur . . . so *bright-with-silver* . . . so clear in color . . . that it brought the highest price ever paid for a silver fox in America! All FROMM Pedigreed Silver Foxes . . . from this most valuable pelt in the world to those of modest prices . . . are distinguished by an unusual silkiness and *bright-with-silver* quality produced by twenty-eight generations of scientific breeding, and identified by the FROMM Medallion sealed to the nose. FROMM BROS., Inc., Hamburg, Wisconsin.

FROMM *Bright with Silver* ^{PEDIGREED} FOXES

COURTESY MARSHALL FIELD & CO., CHICAGO



ON THE PLAZA • NEW YORK
**BERGDORF
 GOODMAN**
 5TH AVENUE AT 58TH STREET

HORST

Enter the new short evening dress. Chiffon, blossom-printed in Degas pastels. Moulded close at the hips. Pirouetting out in petits-tours to ten inches above the toes. Grosgrain straps uphold the bodice, leaving your shoulders bare and lovely as a ballet dancer's.

watch for signs of age in these 3 places

YOUR NOSE

Here Age Sign No. 1 starts on a tour of your face. What large pores need is cleansing with Dorothy Gray Cleansing Cream. Airy-light, it liquefies...thoroughly searches out the neglected dirt that's causing your skin its grief. *Cleansing Cream* (liquefying, for normal and oily skins) \$1. *Cream 683* for dry skin, \$1.

YOUR EYES

Age Sign No. 2 has a head start. Lines on forehead, lines around eyes...may deepen into furrows. Apply Dorothy Gray Special Dry-Skin Mixture nightly, with smart patting. Its precious Vitamin D is absorbed, benefits the delicate skin. Lines seem to smooth out with most flattering effect. *Special Dry-Skin Mixture*, \$2.25.

YOUR THROAT

Meet Age Sign No. 3 with Dorothy Gray Throat Cream. Patting briskly, determinedly with this cream opposes efficiently the tendency to wrinkles. Dry skin welcomes its rich lubrication—absorbs its helpful Vitamin D. *Dorothy Gray Throat Cream*, large size \$4. With double chin strap for contour, \$5.

FINEST EMOLLIENTS NOW ENRICHED WITH VITAMIN D

Now the Dorothy Gray Salons crown years of achievement with an exciting new development. Their emollient creams, so faithful in combating age, have been further enriched. They now contain Vitamin D in abundance! This is the vitamin that skin actually *absorbs*. As scientific evidence indicates, it is truly beneficial to the skin. Coloring clears, brightens. Skin texture feels softer. Lines seem to smooth out noticeably. Now, more than ever, the Dorothy Gray Salon emollients are lamps lighting the way to loveliness!

Dorothy Gray
REG. U.S. PAT. OFF.

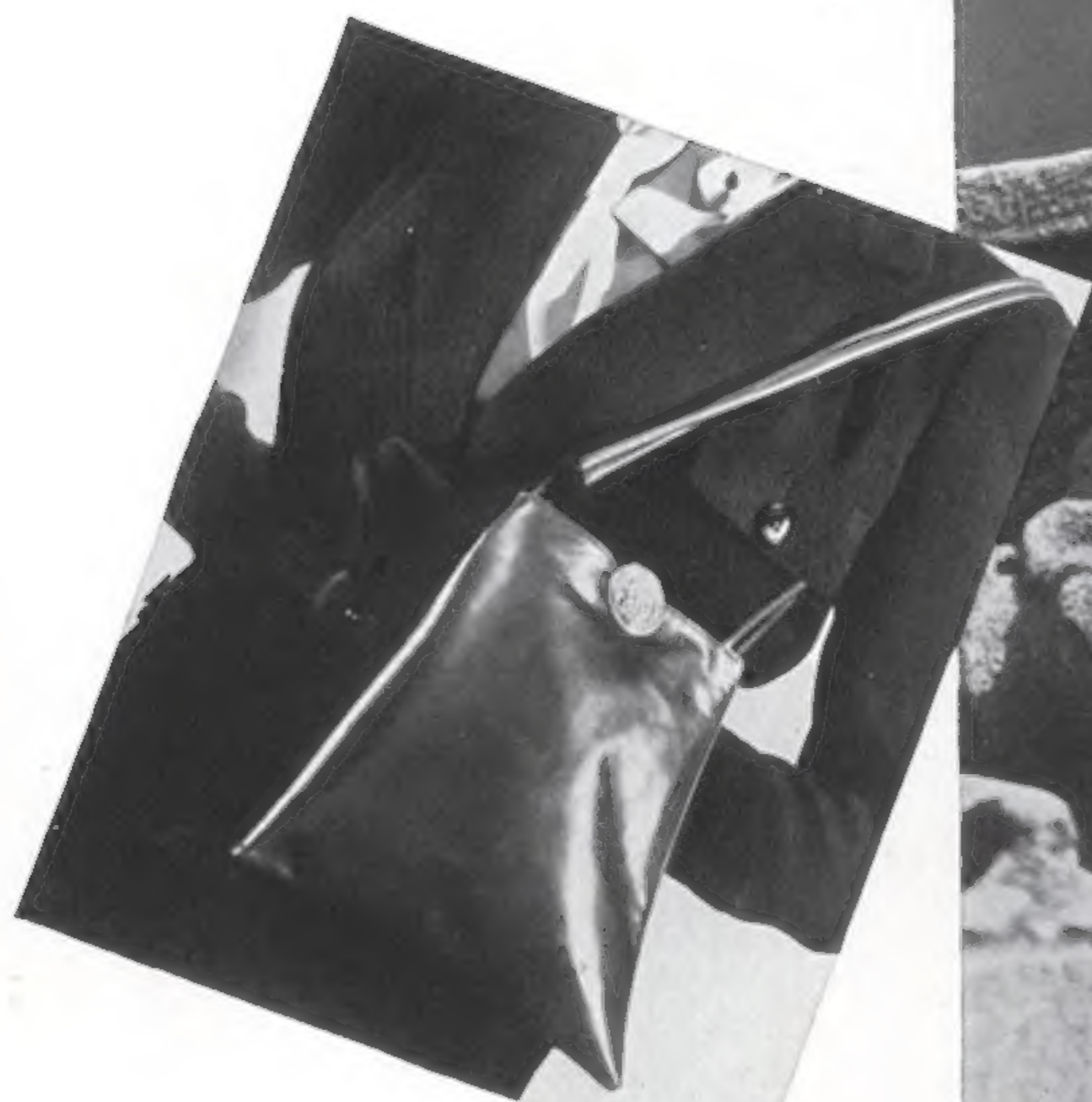
DOROTHY GRAY SALONS...a corporation, successor to Dorothy Gray...683 Fifth Avenue, New York...Los Angeles Denver...Washington...Boston...Milwaukee...Paris...Brussels Amsterdam...The Hague...And the Grace Line "Santa" ships.

JEWELS BY MARCUS... *Platinum Bracelet* (left), new bangle design. *Three Bracelets* (right), emphasizing rubies and diamonds, with massive diamond plaque in ruby bead strand. *Ruby Ring*. *Ear-Clips* and *Clip-Brooches* of rubies and diamonds.

MAKE-UP BY DOROTHY GRAY SALONS... *Natural Face Powder* does homage to pearly skin tints. *Bright Rose Lipstick* is an added fillip for lips already bright. *Violet Eye Shadow*, suddenly exotic. *Brown Lashique* in demure sweeping contrast.

Copyright 1937 by Dorothy Gray Co., Ltd.

BONWIT TELLER



sleek suit. Our own exclusive answer to all the cables from Paris saying "The neat alpaca suit big news at Creed, Schiaparelli and Chanel." Herewith, trim tailoring in the new Norfolk lines. An alpaca-finish rayon mixture as sleek as anthracite. Jacket and neat skirt in black with soft bow blouse in lime or Wedgewood blue. Sizes 12 to 20, 85.00 Suits, Fifth Floor

Inverted pie plate sailor in shining straw to match suit, 17.50 Koré's money-clip bag, newest over-shoulder model. Big, flat envelope folds in half and clips at top. Black, navy and brown calfskin, 18.50 Main Floor

FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK

"Swashbuckler"... big brim... little girl... enormous chic. The Stetson that galloped out of the West straight to Fifth Avenue. You'll see these great big felt hats... and particularly this one... on smartest women at smartest places.

THE NEW STETSONS



Costumes by
Bonwit Teller

"Chummy" (above). Pick your color from Stetson's exciting Spring array of new *crayon shades*... pick your suit in a lovely misty tweed. "Chummy" is the perfect *ensemble hat* in a season when fashion teamwork is all-important.

"Dori" (left). On with this little Breton sailor... off with the years... youth-formula written by famous men's hatters. Stetson hats are shown by stores of fashion everywhere.

Waxman



THE WOMAN'S SALON DRESSES A CLIENTE FOR APRIL-INTO-SUMMER, IN PRINT WITH A JACKET, ACCENTED IN WHITE, 85.00

FIFTY-SEVENTH STREET WEST

Hattie Carnegie



... FORTY-TWO EAST FORTY-NINTH STREET. NEW YORK CITY ...

I. MAGNIN & CO.
CALIFORNIA — SEATTLE



Van Raalte MYTH STOCKINGS



This "portrait" tells you all the surface facts about MYTH. But it takes actual acquaintance to give you an accurate idea of the remarkable wearing quality of this lovely 3-thread chiffon. \$1.15 per pair.

"because you love nice things"

Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES
295 FIFTH AVENUE, NEW YORK CITY



henri
Bendel inc

Black lace over tangerine chiffon and net . . . A Henri Bendel original

T E N W E S T F I F T Y - S E V E N T H S T R E E T  N E W Y O R K

BRITISH WALKERS

On the March—British Walkers Lead the 1937 Spring Parade of fine shoes. ☆ Smart shoes, developed in the British manner, British Walkers have marched with fashion in Palm Beach, Miami and Palm Springs until now they are the favored town, country and sportswear shoes of women who demand fine footwear. ☆ At the better stores from \$10.50.

EXCLUSIVE BRITISH WALKER DEALERS

New York, N. Y. Franklin Simon's
Chicago, Illinois
Oak Park, Illinois
Evanston, Illinois
Marshall Field & Co.
Philadelphia, Pa.
Strawbridge & Clothier
Detroit, Michigan
The J. L. Hudson Co.
Los Angeles, Calif. Gude's
Cleveland, Ohio
The Halle Bros. Co.
St. Louis, Mo.
Stix, Baer & Fuller
Baltimore, Md.
Hochschild, Kohn & Co.
Boston, Mass.
Wm. Filene's Sons Co.
San Francisco, Calif.
Sommer & Kaufmann
Buffalo, N. Y.
Wm. Hengerer Co.
Milwaukee, Wisconsin
Caspari & Virmond Co.
Washington, D. C.
Artercraft Footwear
Minneapolis, Minn. Napiers
Cincinnati, Ohio Potter Shoe Co.
Newark, N. J.
L. Bamberger & Co.
Indianapolis, Ind.
L. Strauss & Co.
Kansas City, Mo.
Harzfeld's, Inc.
Seattle, Wash.
Frederick & Nelson
Louisville, Ky.
Stewart Dry Goods Co.
Houston, Texas
Krupp & Tuffly, Inc.
Bakersfield, Calif.
Gundlach Shoe Co.
Denver, Colo.
Neusteter's
Oakland, Calif.
Peters Bros. Shoe Salon
Birmingham, Ala.
Loveman, Joseph & Loeb

San Antonio, Texas
The Guarantee Shoe Co.
Dallas, Texas Volk Bros. Co.
Easton, Pa. Farr Bros. Co.
Syracuse, N.Y. Halgas Brothers
Oklahoma City, Okla. Kerr's
Richmond, Va.
Berry-Burk & Co., Inc.
Hartford, Conn.
Manning-Armstrong
Nashville, Tenn.
Brown & Lacefield Shoe Co.
c/o Tinsley's, Inc.
Scranton, Pa. Gownley's
Tulsa, Okla. Stern & Levy
Walk Over Boot Shop
Fort Wayne, Ind. Talbert's
Miami, Florida
Sam Bailey Boot Shop
Reading, Pa. Farr Bros. Co.
Utica, N. Y. Tector's
Allentown, Pa. Farr Bros. Co.
Little Rock, Ark.
M. M. Cohn Co.
Shreveport, La.
Phelps Shoe Co., Ltd.
Lancaster, Pa. Shaub's Shoe Shop
Charleston, W. Va. May Shoe Co.
Stamford, Conn. L. Spelke & Son
Columbus, Ohio
The Union Company
Cedar Rapids, Iowa
Bailey Boot Shop
Asheville, N. C.
Edwin Burge, Inc.
Jackson, Miss.
R. E. Kennington Co.
Lexington, Ky.
S. Bassett & Sons
Plainfield, N. J.
Van Arsdale's, Inc.
Greenville, S. C.
Meyers-Arnold Co.
Manitowoc, Wis.
Koutnik & Schwartz
Des Moines, Iowa
Field Shoe Co.





VENETIAN BLACK AND WHITE... Spring carnival in crisp contrast . . . black lace on a white net dancing dress . . . black domino to muffle the splendor of a white gown when you go out into an April night. Our suggestion to any woman with a sense of drama—or to one who is only bored with spring pastels. The gown: slim waisted with nine yards at the hem and a frivolous bolero, \$55. Voluminous black taffeta and velvet domino-wrap after Vionnet, \$29.50. *The Grand Salon, Sixth Floor.*

**MARSHALL FIELD
AND COMPANY**

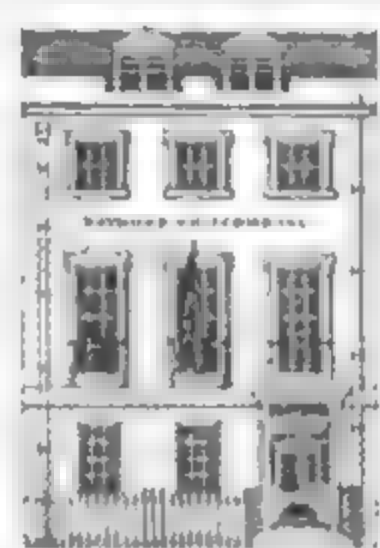
Chicago

*"All work and no play
makes Jack a dull boy"*



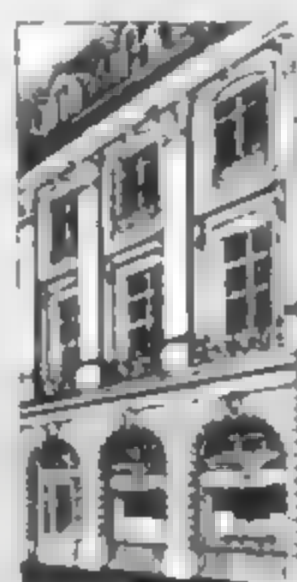
But a
RAYMOND-WHITCOMB
Independent Trip in Europe —

WILL GIVE YOU TIME TO ENJOY LIFE



24, BERKELEY SQUARE

In London the Raymond-Whitcomb office stands on a square long prominent in social annals. The office itself, decorated for its new uses by Lady Allenby, is attractive and gracious, and convenient to the best hotels and shopping districts.



17, PLACE VENDÔME

In Paris the Raymond-Whitcomb office is equally well situated. It is on a world famous square, near the Ritz and other well known hotels, renowned restaurants, smart shops.

THERE should be more to a European trip than an interminable succession of museums, galleries, cathedrals, quaint towns, ruined castles and snowy Alps — and Raymond-Whitcomb Independent Trips are planned to give it.

As a result they make diverting holidays. For Raymond-Whitcomb aims to include entertaining places that are not featured in guide books, and to provide time and opportunity to take part in the pleasures and pastimes of Europe. Opportunity to go sailing in a native boat, for example — to bathe on a typical European beach — to drive in a distinctive local carriage — to attend some local fair or festival, such as Siena's exciting "Palio." And, of course, to do such sight-seeing as the traveler desires.

YOUR OWN TRIP AT YOUR OWN PRICE

Every Raymond-Whitcomb Independent Trip in Europe is planned especially for the traveler who is to make it, and so conforms to his individual desires. Its cost is directly in his control, for he may set his own total figure or specify the rate per day.

Send for the new Raymond-Whitcomb folder: "On Your Own in Europe"

A NEW SUMMER CRUISE

Raymond-Whitcomb Northwest Europe Cruise. Sailing June 26 in the French Line S. S. "Paris." Visiting Brittany, Norwegian Fjords, Ireland, Scotland, Sweden and other countries, with calls at many historic and picturesque ports. Rates, \$565 up.

For particulars see your local travel agent . . . or

RAYMOND-WHITCOMB

New York: 670 Fifth Avenue (at 53rd Street)

Boston: 145 Tremont St. & 122 Newbury St.

Philadelphia: 1517 Walnut Street

Cleveland: 841 Union Trust Building

Chicago: 320 North Michigan Avenue



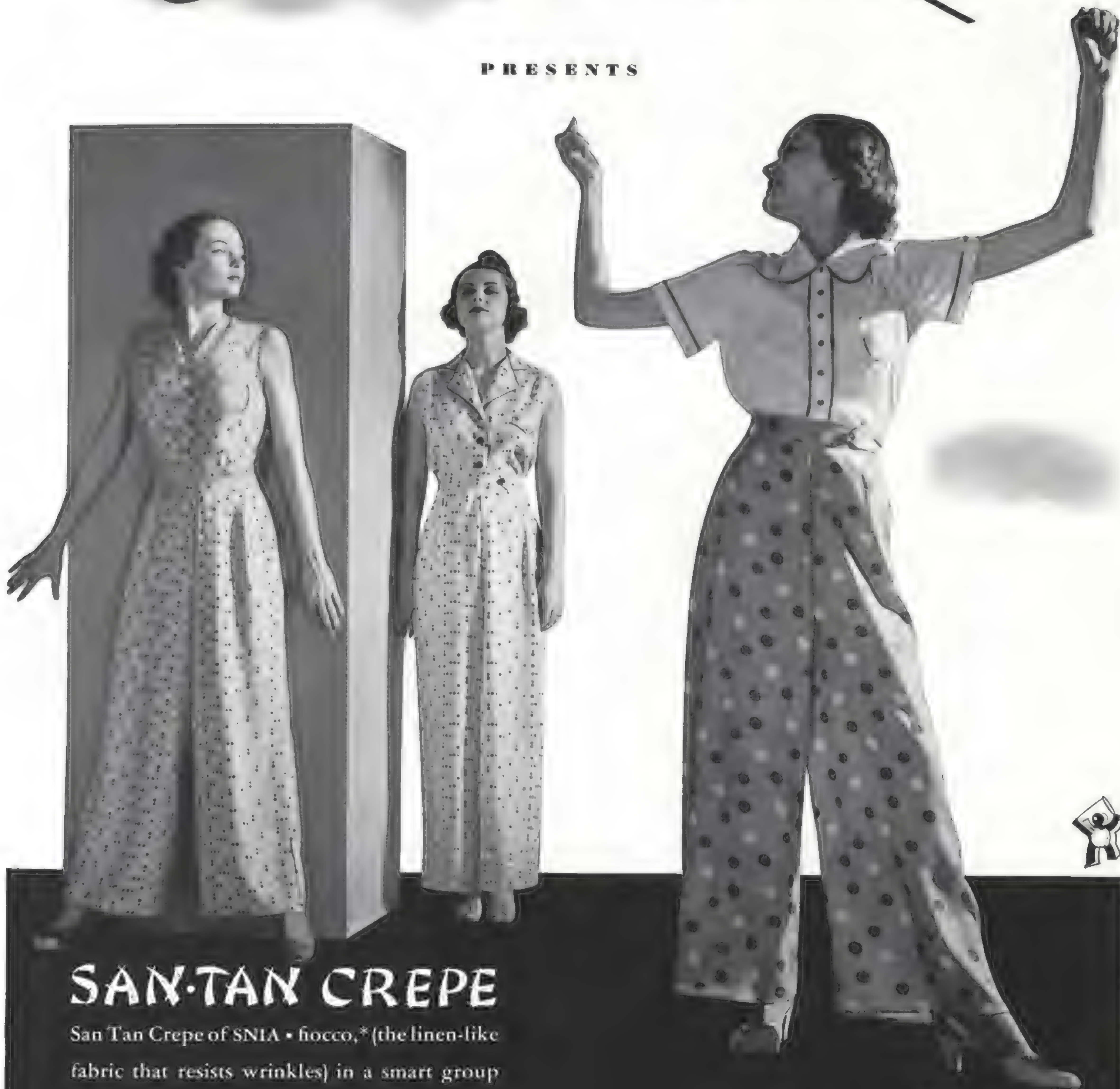
Copy, 1937, C. G. Gunther's Sons

STAR OF DESTINY . . . for 117 years . . . has kept Gunther in the leadership of fur fashions. Illustrated: Swirls of white fox on chiffon . . . a Summer cape as light and white as a cloud, \$595. * 666 Fifth Avenue, New York

GUNTHER **FURS**

Miss Swank

PRESENTS



SAN-TAN CREPE

San Tan Crepe of SNIA • fiocco,* (the linen-like fabric that resists wrinkles) in a smart group of pajamas. These gay young pajamas by MISS SWANK are for lounging, sleeping and "beaching". They're MAN-TAILORED with all precise details characteristic of MISS SWANK'S style perfection. They're budget priced at \$3. Ask for them by name at your favorite store.

snia • fiocco is made by Snia Viscosa, world's largest producer of spun rayon staple fibre. Sold by MEYER & MARKS Yarn Co. Inc. *Reg. U. S. Pat. Off.

MISS SWANK • 112 Madison Avenue, New York



Exclusive imported prints emerge in a series of sheer ensembles. Here,
the new boxy swagger over a frock Shirred in twisted drape for accent, is evidence
of bright new affinity for print and plain. An original by **MILGRIM**
six west fiftyseventh



Made over
exclusive "Limit" Lasts

The COBBIE SHAWL

The VAGABOND

The EMPIRE

The SENORITA

WITH THE ARTIST'S

Touch of Smartness

WITH THE MASTER'S

TOUCH OF FIT

The DEAUVILLE

The CHEVRON

The DRESDEN

THEY'RE created for America's smart and active women, these Red Cross Shoes! Brilliant in style. Perfect in fit. Red Cross Shoes bring youth to your step — beauty to your feet. And at the price, Red Cross Shoes are the world's most amazing *quality* footwear value. Still only \$6.50. The United States Shoe Corporation, Cincinnati, Ohio. "Limit" Lasts and styles licensed to Somervell Brothers, Ltd., England.

\$6.50

DENVER WEST

\$6.85

Beautiful **RED CROSS SHOES**
a beauty treatment for your feet

PACKARD PLAYS HOST TO THE LADIES*

April 5th to 17th



You'll make some delightful discoveries in the Packard showroom. You'll find there the ideal car for a woman's personal use. You'll discover that in most cities you can have a Packard for as little as \$35 a month, or less. You'll see a Packard that challenges any car for economical operation.

**Oh yes, the men are welcome, too!*

PACKARD
TWELVE • SUPER EIGHT
PACKARD 120 • PACKARD SIX
ASK THE MAN WHO OWNS ONE



Packard has always been first in the affections of the women of America. So, in grateful tribute to this long-standing preference, Packard turns over its showrooms to the ladies, April 5th to 17th.



We're brightening up our showrooms with gay floral displays—planning things of special interest to your charming sex. We've even arranged a special kind of demonstration without the slightest obligation. Won't you R. S. V. P.—in person?

The Tale of The Thoughtful Hostess and Her Grateful Guests



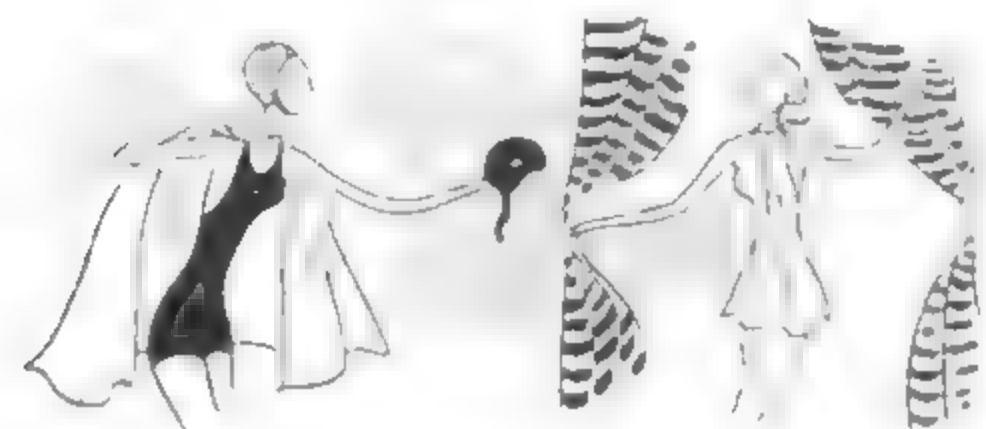
● Once there was a summer hostess who had serious guest trouble. All because the swimming was good at her beach.



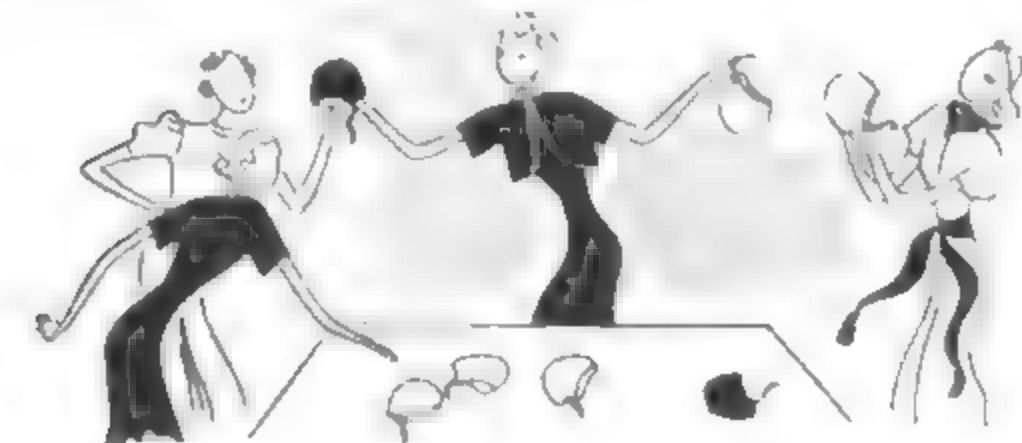
● Her station wagon was always gone when she needed it—taking guests in to the hairdresser.



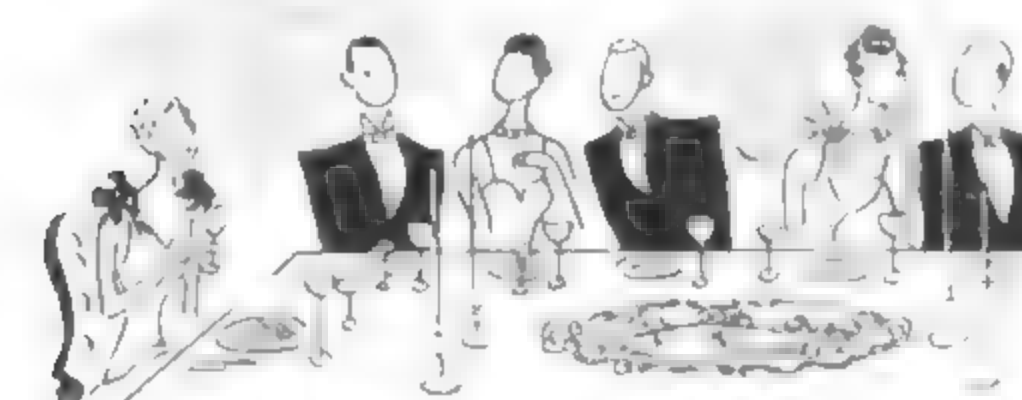
● And while guests fretted before the mirror she paced the terrace, knowing that dinner should be announced or it would lose its savor.



● Then one day she solved her problem. She began providing U. S. Howland Swim Caps for the guests who had come unprepared. She began offering them to those who had brought the usual ineffective swimming caps.



● She kept U. S. Howland Swim Caps on hand just the way she did spare tooth brushes and extra powder puffs.



● And though dinner was once more on time, the heads that bent above her board were beautifully waved. The station wagon stopped making extra trips into town. Her guests were garrulous and grateful.



● There was only one flaw; no guest ever returned a U. S. Howland Swim Cap. They took them away with them in their suitcases.

Beautiful Hair

tucked under a

U. S.

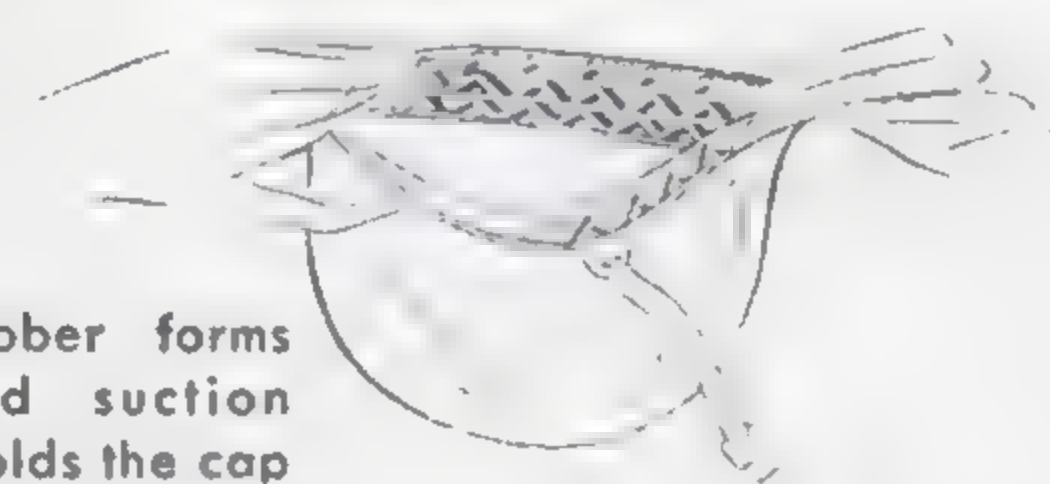
HOWLAND

Swim Cap

Stays Beautiful



A lovely all-over flower pattern in rich Velvetex fabric. Chin strap. U. S. Howland Style No. 1722.



Crisscross rubber forms the patented suction band which holds the cap to your head—watertight.

THE ONE CAP THAT Really KEEPS THE HAIR DRY

No matter how deep you dive, when you pull off a U. S. Howland Swim Cap your hair is as lovely as it was the moment you stepped out of your favorite beauty salon. You can enjoy freedom of the seas without a single worry over a wave. And of course you'll want several of these caps—there's one to go with every suit and every mood, be it saucy or demure.

The U. S. Swim Cap line offers you truly entrancing variety . . . for instance:

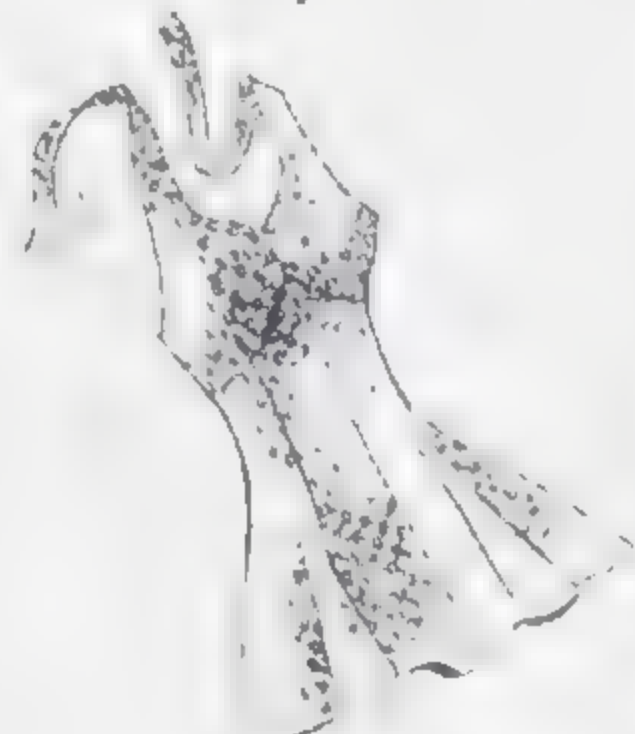
"Anchor Aweigh!"—and a fetching widow's peak for the face line. Chin strap. U. S. Latex Style No. 1715.



Seagull motif in an enchanting all-over pattern. Chin strap. U. S. Velvetex Style No. 1719.



Delightful flower-splashed all-over pattern. Chin strap. U. S. Velvetex Style No. 1718.



—and a wardrobe of distinctive U. S. Swim Suits, including models in the lovely new Sea-Net—the multi-pored fabric that "breathes." The styling is clever, the colors are glamorous—and you have more freedom in the water than you've ever known before. At the left is a one-piece suit with flared

trunks, in a calico-like pattern of refreshing quaintness. U. S. Sea-Net Style No. 3792. And at the right, another one-piece suit—this time in Krepe-Tex, the fascinating fabric that looks woven—with flared overskirt along dressmaker lines, for the semi-conservative beach goer. U. S. Krepe-Tex Style No. 3776.



And then you'll want U. S. Bathing Shoes—the smartest, most comfortable Beach Strollers that ever walked across the sand.



Multi-color woven fabric in clever design. Adjustable laced toe strap. Natural maple wood heel. U. S. Beach Stroller Style No. 702.



Engagingly different lace-mesh model with closed toe. White cotton cord tie. Natural maple wood heel. U. S. Beach Stroller Style No. 701.



Fish-net uppers that are Latex treated. Cotton cord tie. Metal reinforced inside arch support. U. S. Bathing Shoe Style No. 715.



United States Rubber Company

United States Rubber Products, Inc., 1790 Broadway, New York, N. Y.





KNOX HATS

VERY HIGH BROW!

They dramatize the swing into spring. They have the air of grace, youth and charm. This spring for top-flight fashion you wear them high and smiling!

"THE SIGNATURE OF STYLE
KNOX THE HATTER
FIFTH AVENUE • NEW YORK



INTRIGUING as the exquisite loveliness of Easter Lilies, Archer Hosiery in the stunning spring colors enhance the beauty of any costume... So fashionably smart and so definitely durable, Archer stockings are made by artisans of the craft For LOVELY WOMEN

ARCHER HOSIERY MILLS, COLUMBUS, GEORGIA

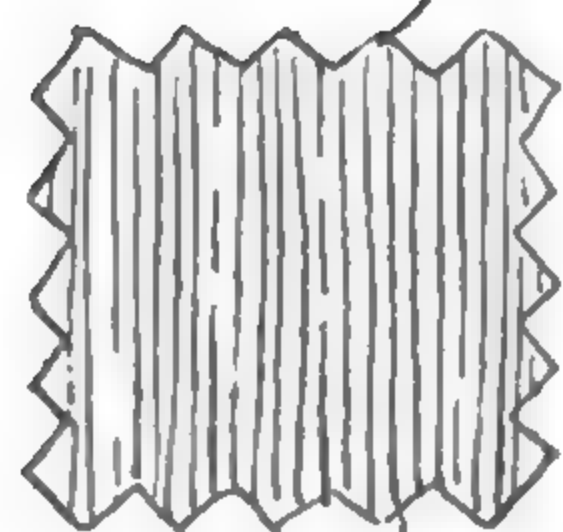
Archer
Hosiery

An endless strand of elastic yarn works
these small miracles of fit and comfort
for 95 to 115 pound youngsters



Carter's
"FIRSTS"

The GIRDLET, right, The PANTLET, left.
For girls not ready for adult foundations



A wise mother helps her daughter to keep that schoolgirl figure with Carter's "Firsts." Knitted in one seamless piece of soft, but controlling fabric, made with "Lastex" yarn, peach-colored, light, durable and amazingly washable. The best friend the women ever had, from twelve to sixty, this "Lastex" yarn, that makes any woven or knitted fabric stretch as desired, giving them these gently

stretching silks, cottons, woolens, rayons or what have you, for smooth-fitting comfort. And not only in foundations but in hosiery, swim suits, lingerie, and dozens of other items. The Girdlet and Pantlet are worn here (for pictorial nicety) with two of Carter's brassieres, also made with benefit of "Lastex." You will find all these and other Carter's at leading stores everywhere.

MADE WITH

Lastex
REG. U. S. PAT. OFF.

... THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured
Rubber Products, Inc., 1790



exclusively by United States
Broadway, New York City

New York Style Board Announces "WINNERS" IN ADVANCE SHOE STYLES for Spring and Summer

TRIO OF STYLE EXPERTS Select and Autograph AUTHENTIC NEW MODELS In FASHION PLATE Shoes

Three prominent New York style authorities and designers . . . a fashion committee on shoes . . . now make it possible for every smart woman in America to know she is getting the most authentic, latest shoe fashions! Three distinct types of footwear were selected . . . correct for daytime clothes, afternoon frocks, sports apparel! They make it possible for women to enjoy true style distinction in footwear of exquisite quality in fabric, leather, line and workmanship . . . without paying extravagant "custom made" prices! Here are a few of their selections! See them and other exquisite styles. The *only* shoe in America autographed by noted designers! Now featured at leading stores throughout the country.



Look for the Signature of these Style Authorities

STAMPED IN GOLD ON THE INSOLES OF YOUR NEXT SHOES!



Evelyn Ziniti

Expert on Daytime Styles

Well known as a designer of flattering, individual fashions and consulted by major style houses of the country, Miss Ziniti's autograph in Fashion Plate daytime footwear means the ultimate in flattering lines, youthful design and individuality!



Baroness Amedeo Cacace

Chooses Best for Afternoon Dress

Baroness Cacace won her own style honors in one of Paris' foremost couturier salons. Elegance in leather and fabric, and beauty of detail that distinguish the shoes she autographs for afternoon dress.



Ruth H. Kerr

Names Smartest Sport Shoes

You will understand Miss Kerr's reputation as a designer and authority on accessory styles . . . when you see the clever, flattering Fashion Plate sport shoes that bear her autograph.

*Fashion
Plate*

Exclusive AUTOGRAPHED Shoe Styles
Identified by this Famous Label!

Most Styles \$8⁷⁵ to \$10⁰⁰

Slightly Higher West of the Rockies
On Sale in Leading Stores Throughout the Country
Write Us for the Name of the Dealer Nearest You!

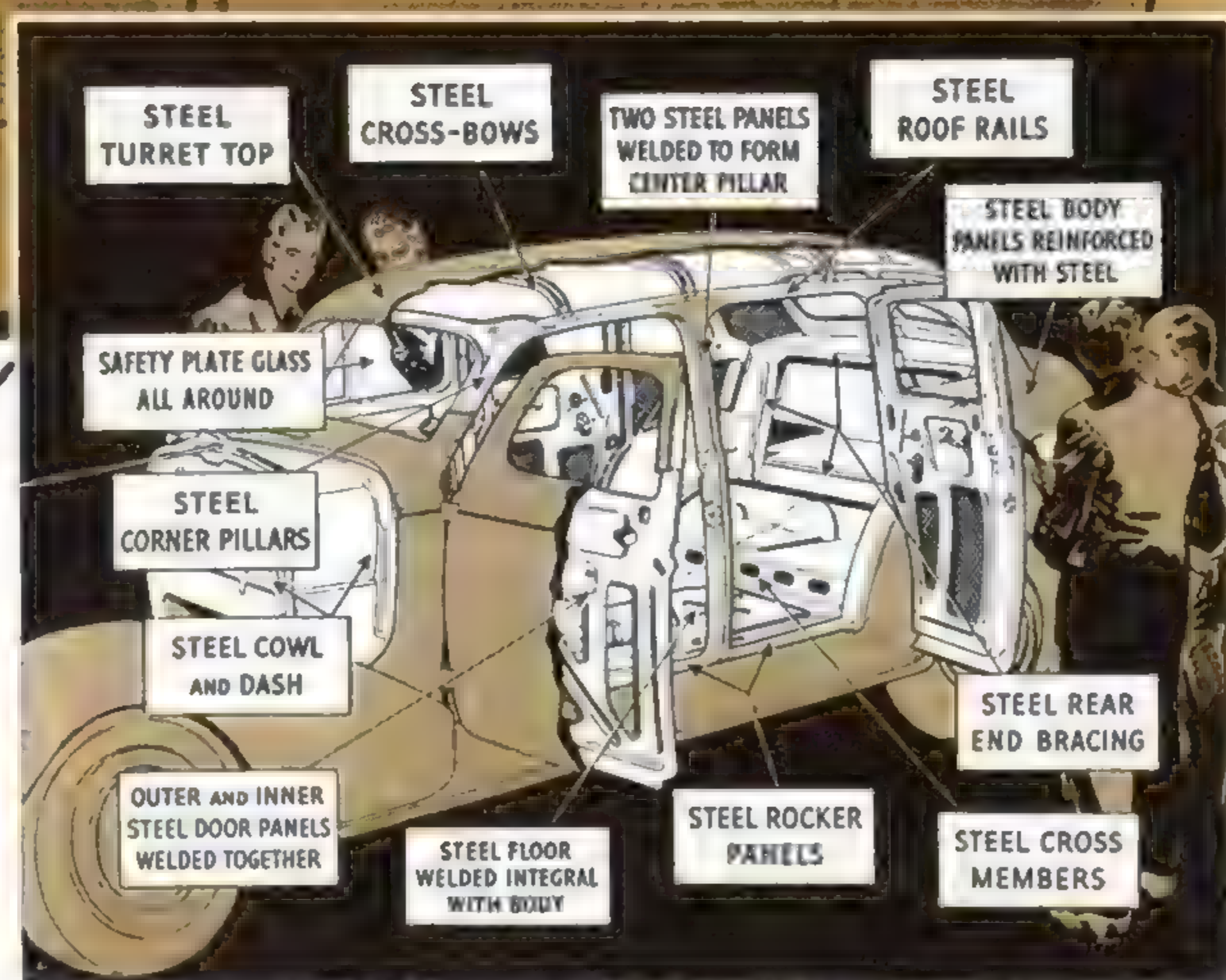
Made by
JOHNSON, STEPHENS & SHINKLE
SHOE CO., St. Louis, Mo.



Security gets a lift!

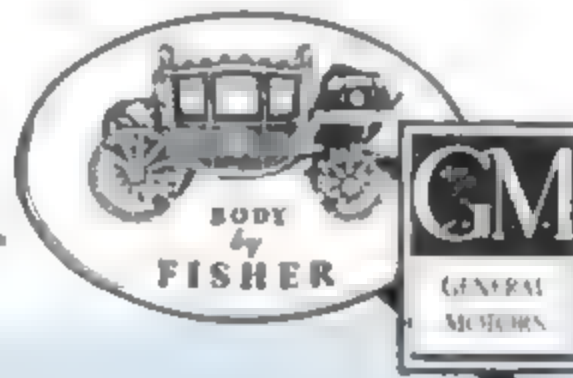
It's nice to know that you're riding securely surrounded by steel... as you do in a Unisteel Turret Top Body by Fisher • It's even more assuring to know that all that steel is fused inseparably together... into one solidly silent steel unit • But best of all, are those extra comforts and special luxuries that you always find in any Body by Fisher.

Apparently, it made quite a difference... glorifying the steel body this way... judging by what users say • You find the Unisteel Body by Fisher is roomier. You hear its doors thud home with a more solid sound. You notice that even heat, cold and noises have been soft-pedaled • All of these great improvements mean a lot. And, of course, it means a lot, too, that *only* General Motors cars have Unisteel Turret Top Body by Fisher.



The inside story of Unisteel construction

PICTURED ABOVE: "The most beautiful thing on wheels"—1937 Pontiac with Unisteel Body by Fisher



THE UNISTEEL TURRET TOP BODY BY

fisher

ON GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK*

LA SALLE • CADILLAC*

*On the most popular models



•
Checks, stripes, plaids! Gay, youthful patterns and fresh, cool Summer shades.

•
Frocks, suits, coats! Summer Porosa takes you around the clock. You'll find it in every type of costume...tennis, golf, beach, town, country, evening.

•
Crisp, sheer, cool! Summer Porosa is wrinkle-proof. Requires no pressing. Resists spotting and moisture. Keeps fresh throughout hot days.

•



HARD-TWIST *Summer Porosa** FABRICS

Porosa Fabrics were introduced by us a few months ago for southern resort and cruise wear. We now present Porosa Fabrics in a notable group of new weaves, designs and colors for Summer wear. The same crisp, sheer, wrinkle-proof fabrics. The same porous, cool texture. The same resistance to spotting and moisture.

Summer Porosa Fabrics and colors are entirely new. They possess every advantage of other Summer materials without any of their disadvantages. They are practical. They tailor perfectly. They drape beautifully. They are cool and fresh

looking at all times. The foremost designers of the country have designed striking and original models especially for Summer wear in these new Porosa Fabrics. The leading shops of the country are featuring them. We repeat again what your favorite shop will also tell you. Once you have worn Porosa Fabrics for town, country, evening, you will never want to be without them.

*Reg. U. S. Pat. Off.

Forstmann Woolens

you look your best

When Your Feet feel best

STEP into a pair of these glamorous new Foot Rests . . . *feel their resilient support.* Your face will quickly reflect the pride you have in correct footwear, as well as the glorious comfort you enjoy

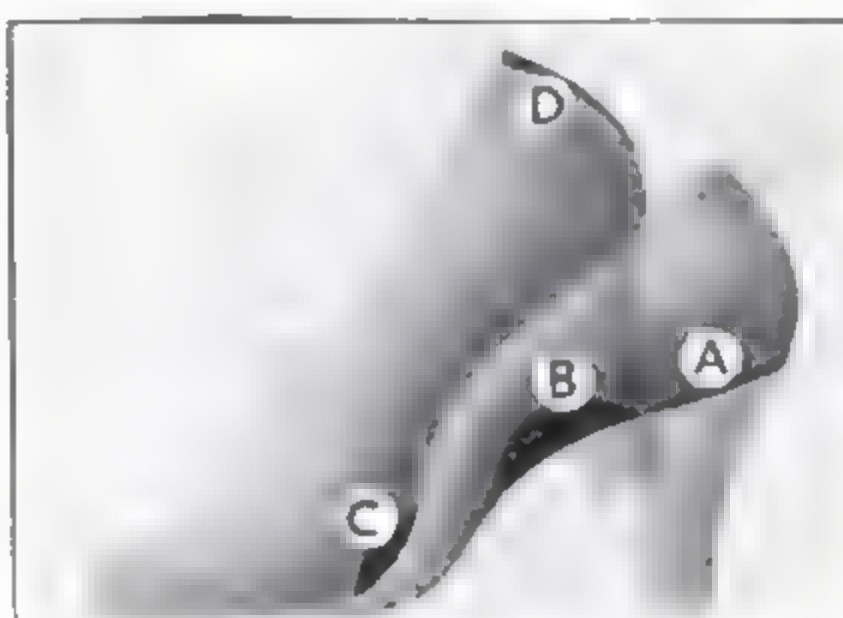
in Foot Rest Shoes

Foot Rest Four-Spot Comfort removes the cause of the foot strain and fatigue that inevitably put lines in the face. In Foot Rests, you'll walk more gracefully because this new kind of shoe supports not only your arches, but the *inner side* of your foot, contributing to bodily balance . . . an amazingly different feeling of confidence and security.

Foot Rests are as modern as the woman of today whose needs they so admirably serve. Try one pair. See the intriguing new spring styles at your dealer's, or write for free style folder. The Krippendorf-Dittmann Co., 327 E. Seventh St., Cincinnati, O. *Makers of Women's Fine Footwear for 67 Years.*

FOUR-SPOT COMFORT

- A Heel Cushion absorbs shocks in walking, reduces foot fatigue.
- B Rolled Insole gives you balance, confidence, grace and poise.
- C Metatarsal Cushion makes your step light, buoyant.
- D Snug Heelast insures glove-like fit at heel without sacrifice of toe room. Saves hosiery.



Insist on Foot Rest! All Foot Rests have flexible sewed soles—no cement, no tacks—quality that wears and keeps its shape. A style for every woman, of every age. Look for Foot Rest brand in every pair

\$6.50 to \$7.50

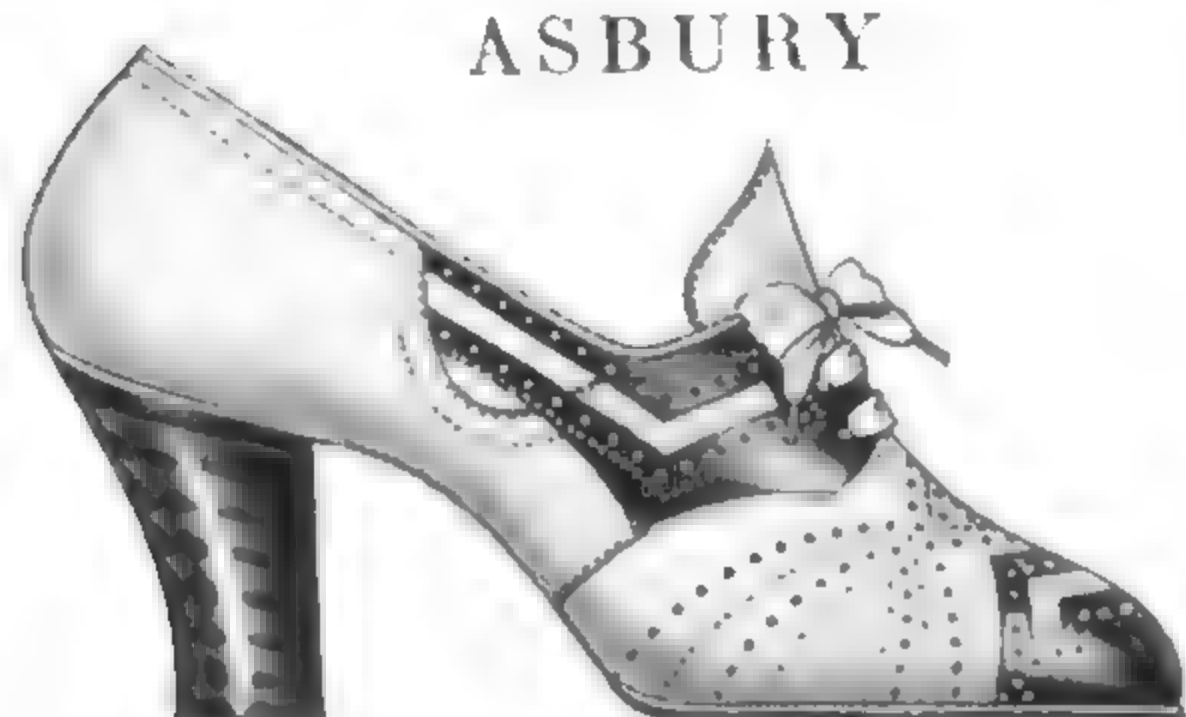
Slightly Higher Denver West



NEVA



GALE



ASBURY



Van Raalte



Picnit^{*}
GLOVES

TRUMPETEER

ASCOT

POMPADOUR

TUCKAWAY

SKYWAY

"because you love nice things"

Right at your fingertips—every daytime glove you need! "Trumpeteer," at the top, for the dependable "non-stop" fashion that goes everywhere, \$1 . . . next, Ascot, a very eligible suit-er, \$1 . . . then Pompadour, taking a dainty hand in dress-up costumes, \$1.50. You'll want the other two for extras, to spice your outfits with the unexpected. . . . Of PICNIT, the fabric that makes light of laundering . . . all meticulously styled, tailored and fitted with a trim precision.

Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES

295 FIFTH AVENUE, NEW YORK CITY

R H A P S O D Y I N
 White

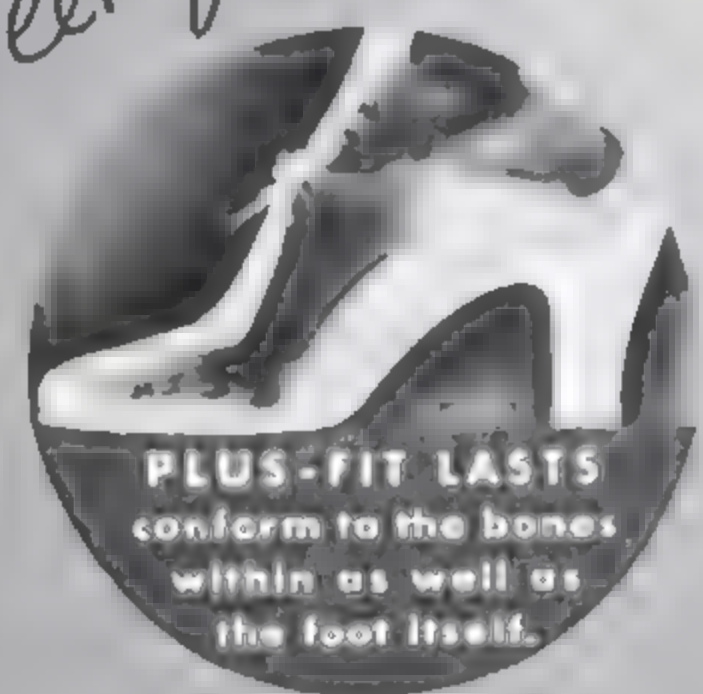
FEATURING

Naturalizers

This summer, sing a song of foot-forgetfulness in white Naturalizers. You'll like their clever cutouts, open mesh, novel perforations. Best of all, you'll like the way they fit your feet when you're *on* your feet. In stock now to meet early demand. Write for name of your Naturalizer dealer. Blue Ribbon Shoemakers, St. Louis, Missouri.

DON'T SPEND
 YOUR LIFE

Two feet from happiness



WEAR

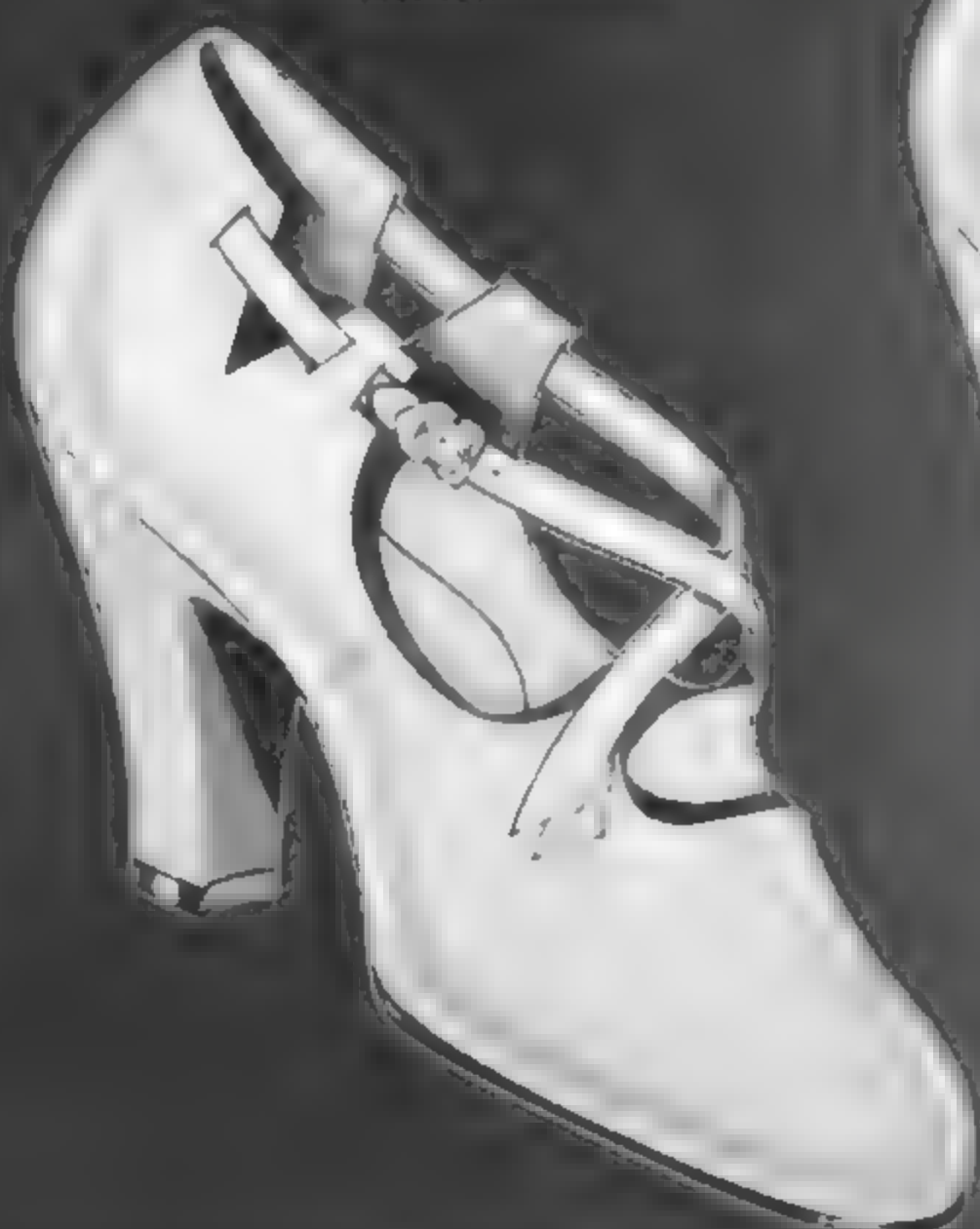
Naturalizers



MARLENE



SONATA



MARIANNE



MESHA

MOST STYLES

\$6.75

SLIGHTLY HIGHER
 DENVER, WEST

Linens come to life

VITALIZED* FOR NEW LIFE IN FABRICS

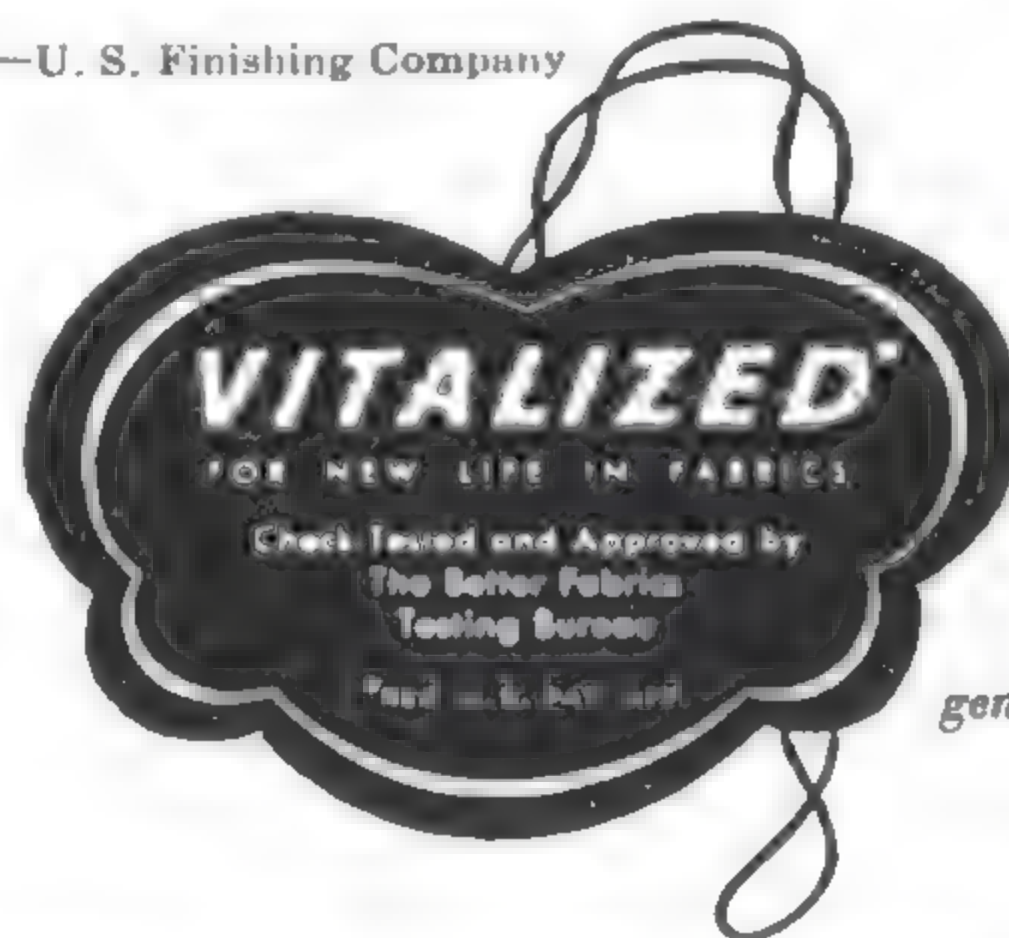
PRINTED LINEN DRESSES that upset all the old prejudices against linens because they are **VITALIZED**. This new process makes these dresses crease resistant for the life of the fabric. What's more you'll find them high spirited, crisp and fresh to wear, immaculate to look upon.

ORIENTALE print boasting a bolero and a new square neck. 12-20.

ARBOR leaf design with convertible neckline and rows of stitching. 12-20.

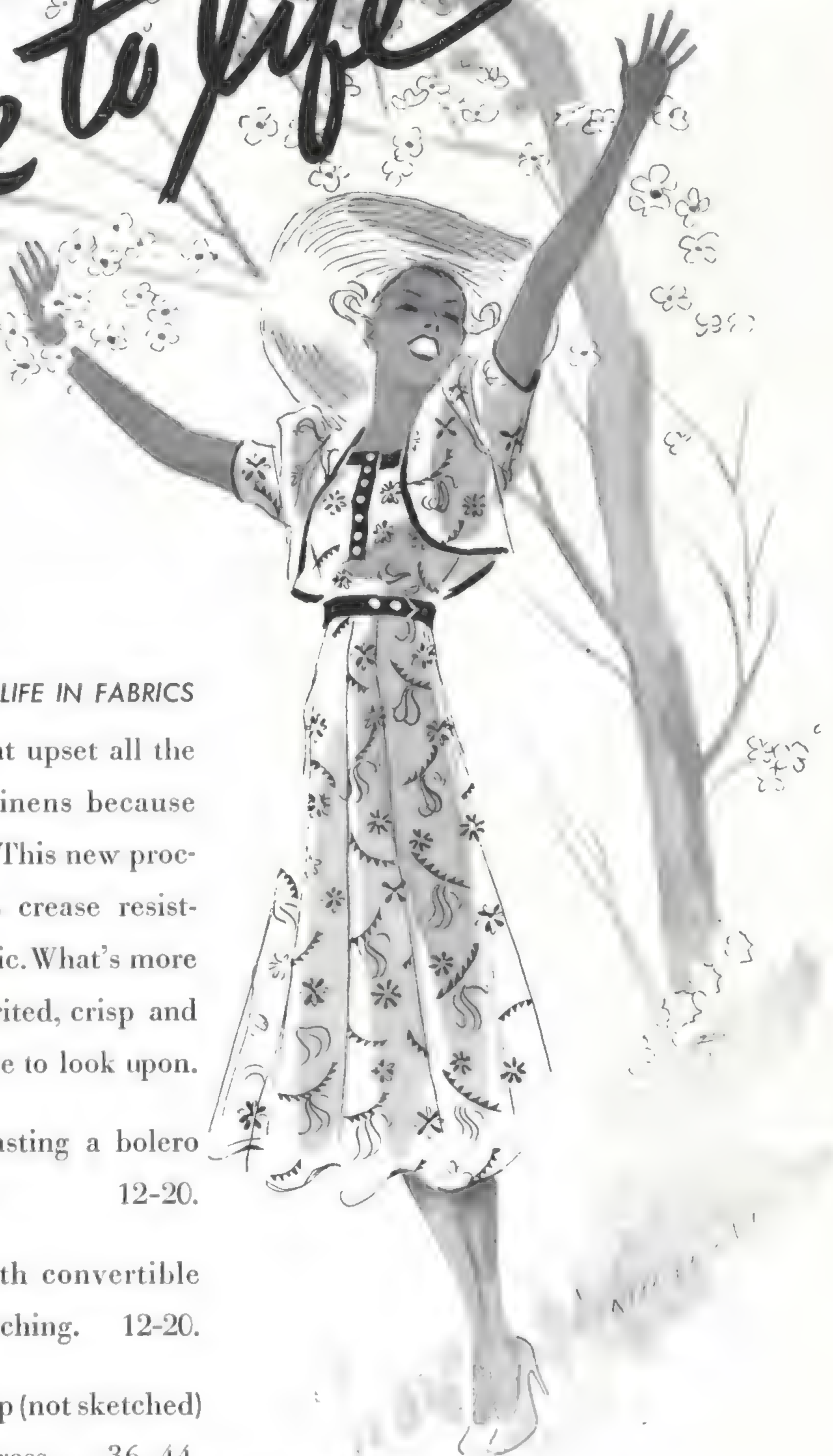
Also included in this group (not sketched) a woman's jacket suit-dress. 36-44.

Copr. 1937—U. S. Finishing Company

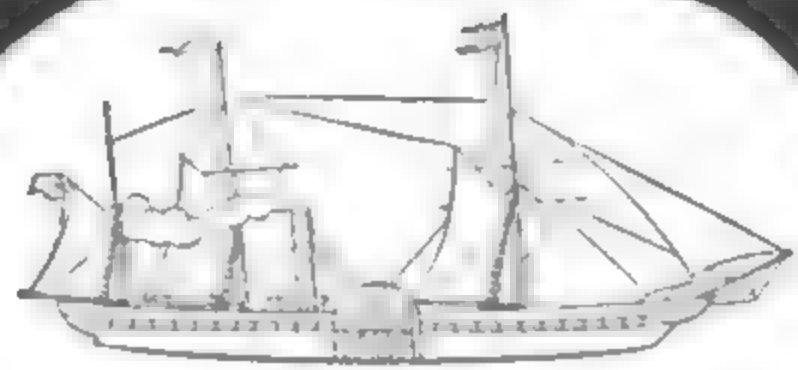


This tag identifies
genuine **VITALIZED** fabrics.
*REG. U. S. PAT. OFF.

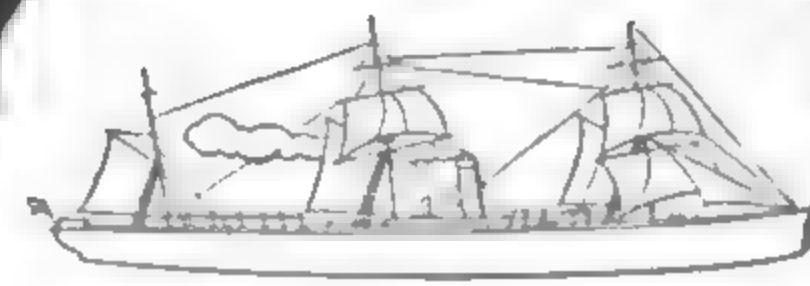
LORD & TAYLOR, New York City
MARSHALL FIELD, Chicago
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MAYER ISRAEL, New Orleans
NEUSTETER'S, Denver



GRANDFATHER.



James Bell, of the **"BRITANNIA" 1840** ... a likeness reconstructed from authentic data. His 36-year career began when this first Cunarder inaugurated regular transatlantic steamship service.



Robert T. Bell ... **"BOTHNIA" 1880** was only one of the eight Cunarders in which this son of James Bell served as Chief Engineer. He joined the Line in 1869, and was with it for 41 years.

TO FRANCE FOR ALL EUROPE ... TO ENGLAND FOR THE CORONATION

For crossings to the Coronation, Britain's first fleet, largest on the Atlantic, naturally presents the widest choice. For travelers to the Continent, Cunard White Star's direct-to-France express

service is augmented by the motor vessels Georgic and Britannic ... a sailing to fit any itinerary. See your travel agent or Cunard White Star Line, 25 Broadway and 638 Fifth Ave., New York.

EXPRESS TO CHERBOURG ... SOUTHAMPTON

Queen Mary Apr. 7*, 21*; May 4†, 26; June 9, 23

Berengaria Apr. 15; May 4, 20; June 19; July 3

Aquitania Apr. 28; May 12; June 2, 16, 30

*Calls at Plymouth.

†Direct to Southampton.

To England: Plymouth and London via Halifax: *Antonia* Apr. 1; *Ascania* Apr. 8; *Aurania* Apr. 15. To Liverpool direct: *Carinthia* Apr. 3.

To Ireland and England: Galway, Belfast and Liverpool via Boston: *Laconia* April 10, May 8, June 4, July 2; *Scythia* April 23, May 25, June 18.

To Ireland, France, England: Cobh, Havre and Southampton: *Britannic* Apr. 5; *Georgic* Apr. 13. Cobh, Southampton, Havre and London: *Britannic* May 1.

To Scotland, Ireland, England: Glasgow (Greenock), Dublin and Liverpool via Boston: *Samaria* Apr. 16, May 14; *Carinthia* Apr. 27; *Franconia* May 31.

Weekly sailings from Montreal beginning Apr. 23 ... to Plymouth, Havre, London ... to Glasgow, Belfast, Liverpool ... at especially attractive rates.

THE BRITISH TRADITION DISTIN

FATHER and SON...



Robt. T. Bell, of the **"QUEEN MARY" 1937** carries on the tradition as 1st Intermediate 2nd Engineer of the world's newest and fastest liner. A brother, James Bell, is Chief Engineer of the Aquitania.

LOVE of the sea is a typically British heritage. You will find it passed on from grandfather to father to son not only in the seamen of every port from Land's End to John o' Groats . . . but in the Royal Family itself. Through this long descent has been evolved a code stronger than laws or written rules . . . an instinct for the building and the operation of ships that embodies and yet goes beyond the dictates of marine science. The youth of this land, though lured by adventure as in all youth, do not merely 'run away to sea' . . . they enter upon seafaring as a career, ancient and honorable in all its parts.

Cunard White Star has benefited most by this heritage. Founded in 1840, before the birth of His Majesty King Edward VII, the history of the Line has spanned almost a century. On May twelfth of this year it will witness its third Coronation . . . see a third 'Sailor King' mount the throne of Britain. On that day, though far from the pomp and pageantry of Westminster Abbey, the 12,000 Britons who man this largest fleet on the Atlantic will vow anew their loyalty to a seafaring tradition as British as their King.

GENERATION TO GENERATION . . . *Right: veteran seaman Robert Dyer teaches young Thomas Simmons the importance of keeping the huge anchor cable of the Georgic free from rust. The way in which the lore of the sea is passed on from generation to generation, is even better exemplified in the family album above . . . one of the many similar instances of direct descent among the officers, seamen and stewards on the rosters of the Cunard White Star Line.*



GUISHES CUNARD WHITE STAR

MISSSES' DRESS FASHIONS FOR APRIL

"WAISTS EXQUISITELY SLIM"*

Thousands of women now insist on the Talon slide fastener in the plackets of their dresses as a matter of course. It's so much easier, quicker . . . so much more sensible.

But, today, the Talon slide fastener is in the headlines . . . *the fashion headlines!*

For it's the one placket fastener that's sure to give the unbroken trimness of line at waist and hips that the current "exquisitely slim" silhouette demands.

The Talon slide fastener for plackets is now featured in dresses for all occasions, at all prices, at leading stores everywhere.

Address all inquiries to the Hookless Fastener Company, 71 West 35th Street, New York, N. Y.

HOOKLESS FASTENER COMPANY
MEADVILLE, PA.

Predicts *Vogue . . . and here they are . . . slim and sleek as only TALON placket fasteners can make them!



Talon slide fastener, properly applied, is entirely invisible when closed.



● *Above*—Polka dots . . . unfailingly chic . . . this time in a dress and bolero jacket. Pique collar . . . poppy boutonniere . . . umbrella pleated skirt . . . Talon placket fastener are noteworthy details.

● *Left*—Black linen, endorsed for town, in a princess dress and a gay-nineties box jacket with big pearl buttons. Bright scarf for contrast. Talon fastener in the dress placket.

● *Center*—Headed for summer success, this charming ensemble of dress and full length redingote done in chiffon. Discreet embroidery outlines the edges. Talon slide fastener in the dress placket.

● *Far Left*—Sophistication in a flower printed crepe . . . Molyneux' famous umbrella skirt . . . deftly draped and pleated neckline and sleeves. A Talon slide fastener keeps the placket line trim, smooth.



All dresses on this page are registered with the Fashion Originators Guild . . . sizes 12 to 20 at leading stores.

SPORTS FASHIONS FOR APRIL

STAY TRIM—WHILE YOU PLAY

April sports fashions guard against gapping plackets by using TALON slide fasteners.
Reg. U.S. Pat. Off.

In sports clothes . . . no less than in your sleekest evening gown . . . the current fashion permits no compromise. Waists are willowy . . . hips are trim. Even your side placket must be as unruffled as a seam!

That's why it's well to be certain your sports dresses have Talon fasteners concealed in the side plackets. Then . . . and then only . . . can you be sure of a closure that will never gap . . . never bulge . . . never come open by accident!

Dresses with Talon placket fasteners are now featured at leading stores everywhere.

Address all inquiries to the Hookless Fastener Company, 71 West 35th Street, New York, N. Y.
HOOGLASS FASTENER COMPANY
 MEADVILLE, PA.



Talon slide fastener, properly applied, is entirely invisible when closed.

● *Above*—One of those excitingly simple sports dresses done in crepe, handsewn around collar, cuffs, and vestee front . . . braided belt. The placket is closed with a Talon fastener, of course.

● *Right*—A modern hopsacking is used for a tailored sports dress. Outside darts adorn and fit the shoulders and waist. The Talon slide fastener concealed in the placket keeps the silhouette trim.

● *Center*—Tucks in groups distinguish a crepe sports dress . . . released low to form pleats in the skirt. Contrasting tie and leather belt. Hipline moulded with Talon fastener in a concealed placket.

● *Far Right*—Smartly pocketed two-piece dress of baby sharkskin. The top glove stitched in a contrasting color is closed with little chains. Talon fastener in the skirt placket for a trim-fitting hipline.



All dresses on this page are registered with the Fashion Originators Guild . . . sizes 12 to 20 at leading stores.





This summer rejoice in SHORTBACK* FOOT SAVERS' Tested Fit

No need to buy summer shoes too large for you so as to be comfortable when hot days come. Foot Saver has solved the problem of "summer fit" with style and dash—and with a comfort you've never known before. Foot Saver's exclusive Shortback Last now gives you shoes that hug your heels

without cramping your toes—shoes so skilfully designed you can wear your regular, perfect-fitting size blissfully through the hottest summer days. And Foot Saver's cleverly hidden metatarsal construction will give you the support you need for strenuous summer activities.

*Reg. U. S. Pat. Off.

(Right)
The TROPIC—Foot Saver style combined with comfort in cool, cool tropical mesh.



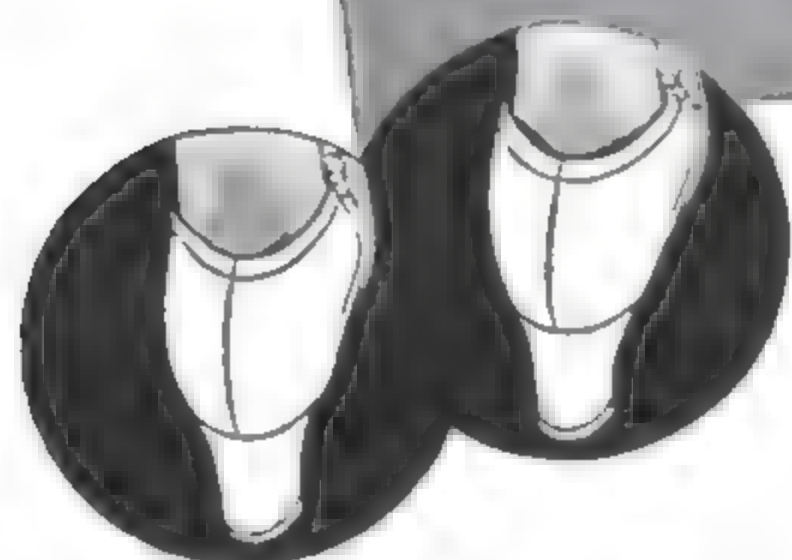
(Below)
The ERMINE—A Foot Saver that fits the summer picture—and your foot—perfectly.



(Left)
The NASSAU—A brisk young Skuffie for your active and spectator sports clothes.



Foot Saver Shoes are Priced from
\$9.50 to \$14.75



(RIGHT) Shoe made over an ordinary last. The toe may be comfortable but the heel is loose, so it slips up and down when you walk. Unattractive—and uncomfortable.

(LEFT) A Shortback Foot Saver. See how it snugly fits to heel and instep without heel pads, other gadgets or special fitting. So trim and neat! Besides, it saves stocking wear.

SEND FOR NEW STYLE BOOK TODAY!

—Paste on postcard if you desire—

The Julian & Kokenge Company, 28 W. Main Street, Columbus, Ohio
In Canada, write Perth Shoe Co., Ltd., Perth, Ont.
Please send me your new Spring "Shoe Forecasts" picturing the
smartest new Footwear Fashions. Also name of nearest **FREE**
Foot Saver dealer.

Name.....

Street.....

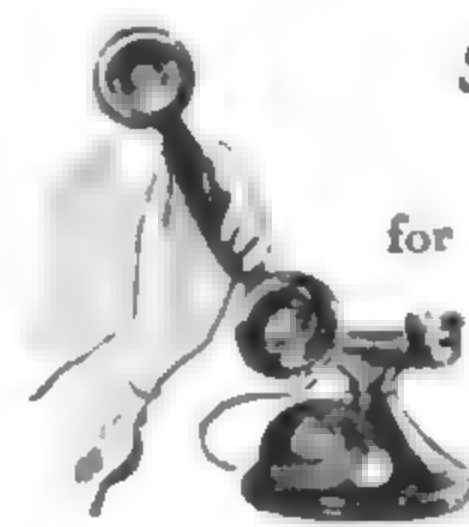
City.....

State.....

Men's Foot Savers are made by the Commonwealth Shoe & Leather Co., Whitman, Mass.

MAKE THIS AMAZING "Unlaced Test" OF SHORTBACK* FOOT SAVERS

Take a dozen steps in one of the sparkling new summer Foot Savers *before it is laced up*. See how it clings to your heel without gapping or slipping *even though unlaced*. Notice its immediate comfort *even on a hot shopping day*. Then make this same test in any other shoes. We'll let you be the judge!



See Your Classified
Phone Book

for the name, under "Shoes,"
of the selected Foot Saver
dealer near you. Or write
The Julian & Kokenge
Co., 28 West Main St.,
Columbus, Ohio.

Foot Saver Shoes

FOR PERFECT FIT AT TOE—AND HEEL



A Lady alone...ENJOYS THE LUXURY OF AMERICAN EXPRESS TRAVEL SERVICE

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AMERICAN EXPRESS TRAVELERS CHEQUES ALWAYS PROTECT YOUR FUNDS



From BAKED POTATOES to MOUNTAIN TOPS

A trip out west on the Northern Pacific Railway is an experience in contrasts... from the grandeur and magnificence of the scenery along the way to the minutest detail to make your trip pleasant. Consider, for instance, our Great Big Baked Potatoes, from the Yakima Valley of Washington... a favorite item on our menus. Seasoned just so with salt and pepper... fairly dripping with sweet, fresh creamery butter... no wonder travelers say Northern Pacific is the line "that made the big baked potato famous!" For thrilling scenery, for perfect comfort, for personalized courtesy and uncommonly fine, reasonably priced food—travel Northern Pacific. Write us or mail the coupon for information on Western Trips.

Go West in Air-Conditioned Comfort



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RAILWAY**

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ROUTE OF THE AIR-CONDITIONED

NORTH COAST LIMITED

Travelog

A DIRECTORY OF FINE HOTELS & RESORTS

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San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground in the heart of the picturesque Arizona desert. Robert Foeht, Manager.

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Arrowhead Springs Hotel. Hill-side spa at the desert's edge. Famed for curative baths, sports, climate. 1½ hours from Los Angeles. H. S. Ward, Mgr.

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The Mission Inn. In the Old California tradition. Famous collections. All sports. Excellent cuisine. American or European Plan. Write for folder.

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The Miramar Hotel and Bungalows. Distinctive clientele. Twenty-five acres of beautifully landscaped grounds. All sports. American Plan. \$6.00 up.

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White Mountains—Waterville Valley

Waterville Inn and Cottages. Old established Inn. Beautiful White Mt. location. Golf, tennis, brook fishing, swimming. Fifty miles of trails. Open all year.

NEW JERSEY

Atlantic City



HOTEL CLARIDGE

Unobstructed view of landscaped park and gardens, boardwalk and ocean... Sundecks... Solarium... Health Baths... All outside rooms with fresh and sea water baths... European Plan: Single from \$4.50. Double from \$7.00. Also American Plan... For reservations call N.Y. Office, 500-5th Av. CHickering 4-6699; in Philadelphia, Kingsley 3150; in Washington, District 2685; in Pittsburgh, Atlantic 6240.

Atlantic City

Marlborough-Blenheim. Maintaining the standards of 35 years' continuous ownership management. American and European plans. Josiah White & Sons Co.

NEW YORK

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De Witt Clinton. A Knott Hotel. New, well appointed. Faces Capitol Park. Splendid meals; attentive service. Come, we'll make you happy.

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Beekman Tower (Panhellenic) 49th St., overlooking East River, all outside rooms, walk to Times Square. Radio City, Grand Central. \$2.50 daily, \$12. weekly.

The Buckingham. 101 West 57th St. Luxurious parlor, bedroom, pantry, bath from \$5 a day. 5 minutes to Central Park, Radio City, Times Square.

SPORTS AT WHITE SULPHUR

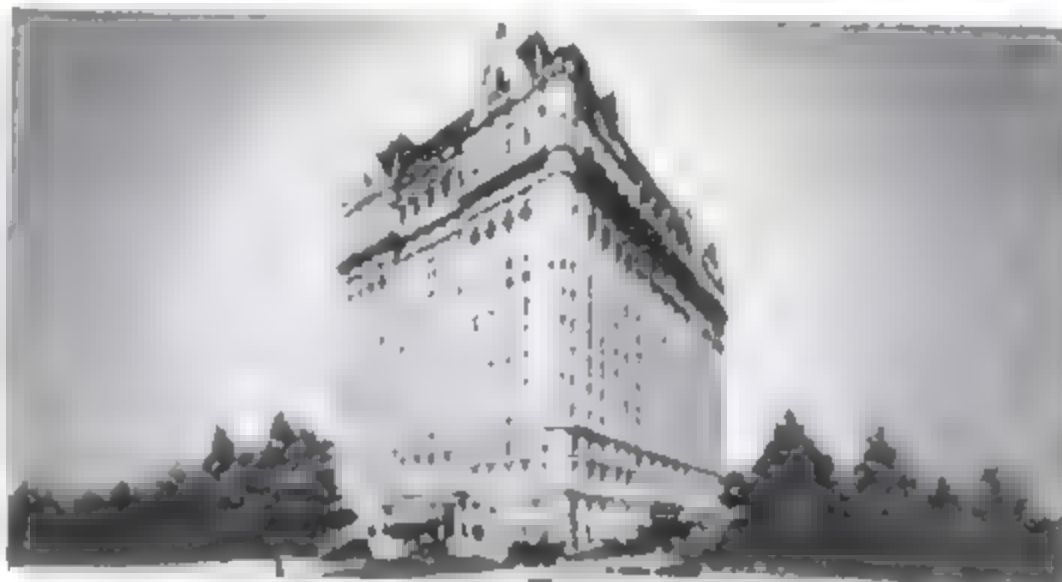
As stand-outs on the Spring sports program, White Sulphur Springs, West Virginia, lists two nationally prominent tournaments. The first of these is the Mason and Dixon Golf Championship during the week of April 12-17. This annual fixture attracts many of the nation's leading amateur golfers; last year's winner, for example, was Johnny Goodman, 1933 U. S. Open Champion.

On April 16, White Sulphur presents a Spring Fashion Promenade, with showings of sports, town and country, evening and lingerie modes.

During the week following, April 19-24, the Mason and Dixon Tennis Championship claims the spotlight. This tournament includes men's and women's singles, men's and women's doubles, and mixed doubles. It is widely regarded as a preview of Davis Cup aspirants, and regularly draws a big field of outstanding players. "Bitsy" Grant was the men's singles winner last year.

NEW YORK

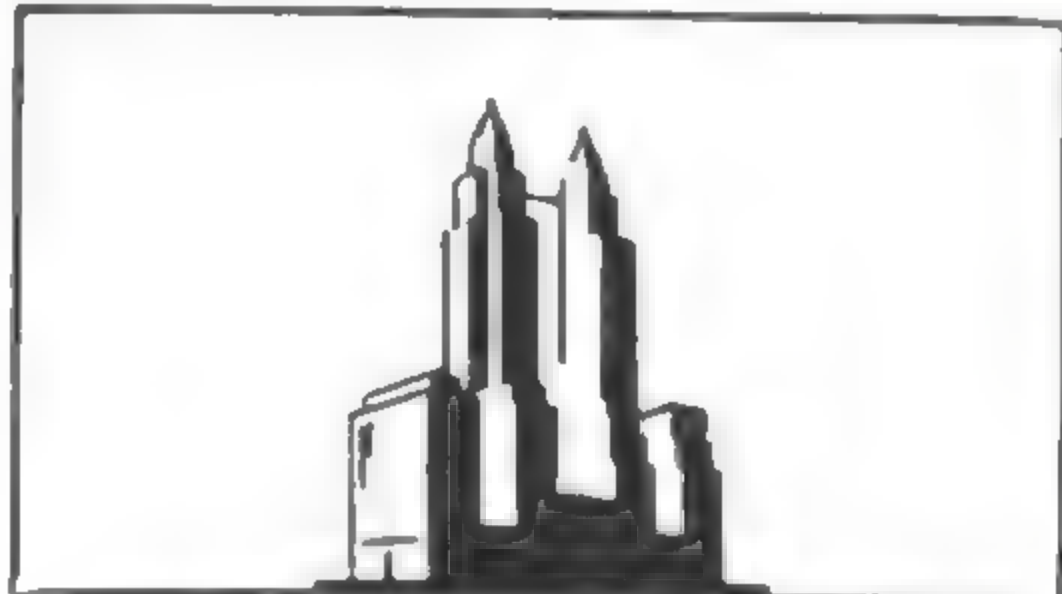
New York City



THE PLAZA—FACING CENTRAL PARK

Plaza excellence is one of New York's abiding traditions. Here the ultimate refinements of living are reflected in a perfection never successfully imitated. You will meet your friends in the Persian Room, a charming corner of a world-famous hotel characterized by a truly continental atmosphere. Henry A. Rost, President.

New York City



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The high standards that prevail throughout every department of this vast organization have made its name everywhere synonymous with fine living. Park Avenue, 49th to 50th Streets, New York.

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Battery Park Hotel. Five excellent Golf Courses. Many scenic places to visit. Entrance to Great Smoky National Park. A Knott Hotel. Request folder "B".

The Manor and Cottages. In beautiful Albermarle Park. 2 famed golf courses within 5 minutes. Write for booklet. Albert Malone, Proprietor.

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Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths and fireplaces. Baby Oaks, with supervised play. May to Dec. Folders. E. H. Page.

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The Beau Rivage. With its open air Restaurant Terrace on the lake facing Mt. Blanc. Most comfortable. Prices reduced. Rooms from Sw. Frs. 6:50.

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Lausanne-Palace-Beau-Site. Wonderful position overlooking Lake & Alps. Excel. cuis. Grill, bar, dancing. All sports. Garage. Reasonable rates. L. Poltera, Dir.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

WYOMING

Valley



VALLEY AND A Z Z RANCHES

Established stock ranches, south of Cody, Wyo., on Shoshone River (trout fishing). Cottonwood groves, meadows, trail and flat riding, trap-shooting, tennis, large garden, Holstein dairy herd, Big Game hunting. Comfortable guest cabins, experienced men. July Pack Trip for Girls. Another for Boys. Valley Ranch N. Y. office, 346 Madison Ave., 7th floor, or Larry Larom, Valley, Wyo.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers

HIGH IN AN ALPINE WONDERLAND!

in the Canadian Rockies

Banff

LAKE LOUISE EMERALD LAKE



Lake Louise and Victoria Glacier from Chateau Lake Louise

SET amid the breath-taking beauty of snowy peaks, deep-hued forests, jade-green rivers and glacial waterfalls . . . a gorgeous castle at Banff, a charming chateau at Lake Louise; a romantic chalet at Emerald Lake! . . . At *Banff Springs Hotel*, every window frames a thrilling picture. Each long Summer day is all too short—for golf on a mile-high course, swimming in warm sulphur and fresh water pools, riding with cowboy guides; for tennis, climbing, hiking. . . . Lifting dance and concert music, magic moonlight on flower-scented terraces; motoring over smooth roads to Lake Louise and Emerald Lake. Banff Springs Hotel's gracious hospitality and gay social life attracts smart, interesting, world-traveled people. Its appointments are sumptuous, regal. 600 choice rooms with bath. 38 de luxe suites—even the smallest suited for private entertainment.

Special pageants, tournaments and events: *Calgary Stampede*, July 5-10; *Indian Days, Banff*, July 23-25; *Banff Golf Week*, Aug. 23-28. . . *Banff Springs Hotel*, *Chateau Lake Louise* and *Emerald Lake Chalet* are open from June 12 to Sept. 13.

TRAVEL in cool, dustless comfort. AIR-CONDITIONED standard sleepers, diners and solarium-lounge cars on Canadian Pacific fast transcontinental trains.

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Canadian Pacific Hotels

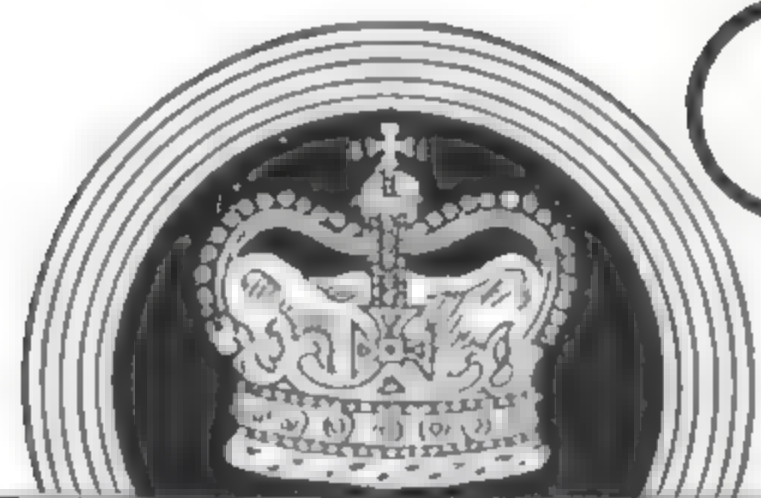
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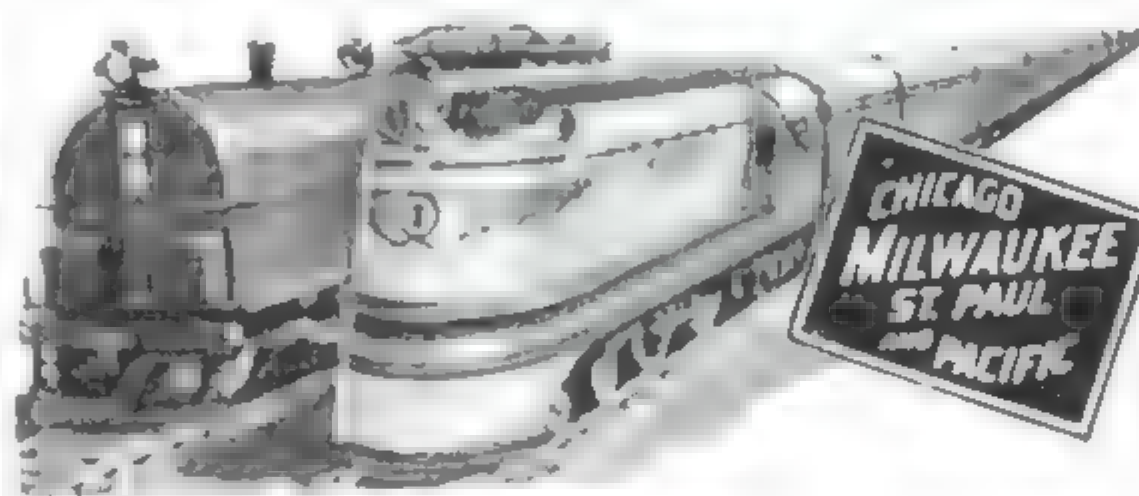


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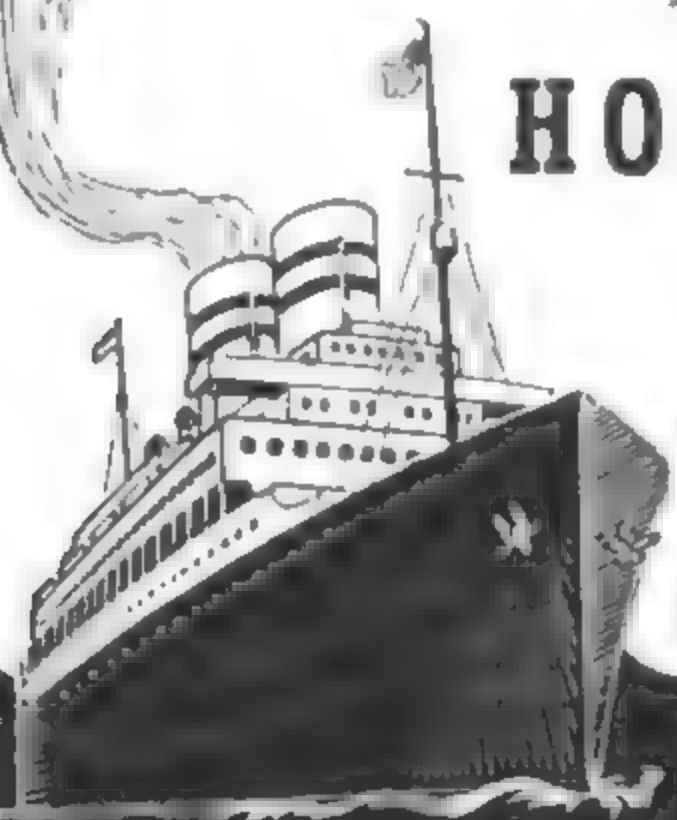
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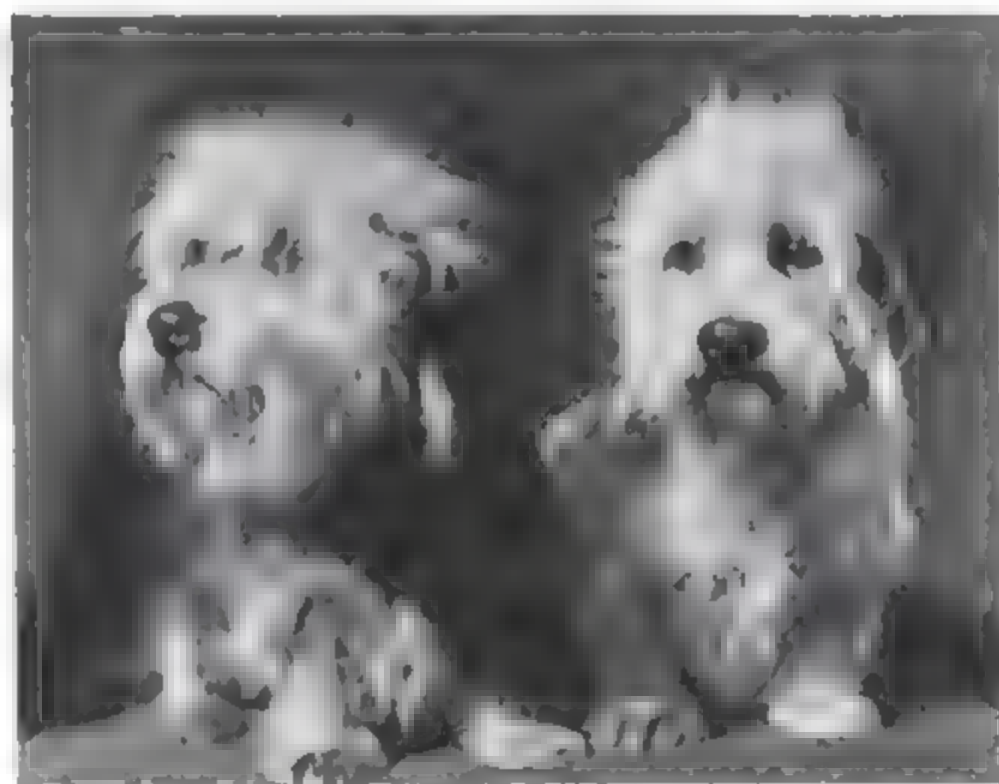
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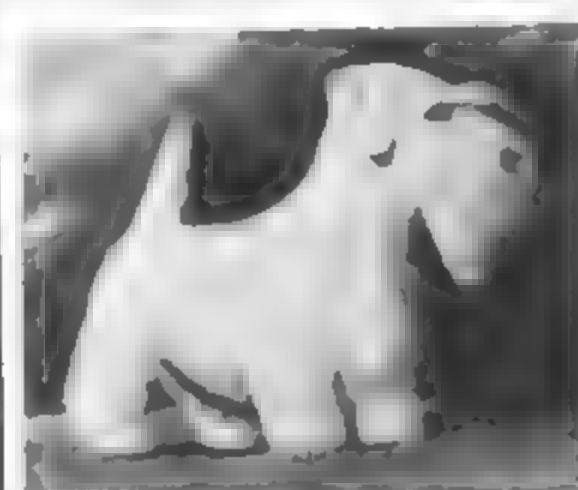
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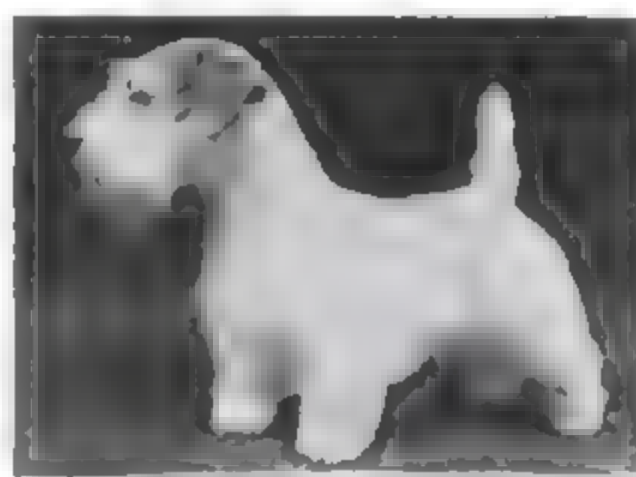
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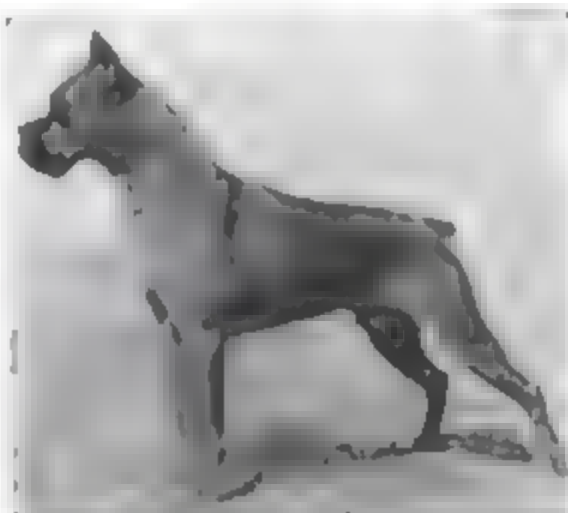
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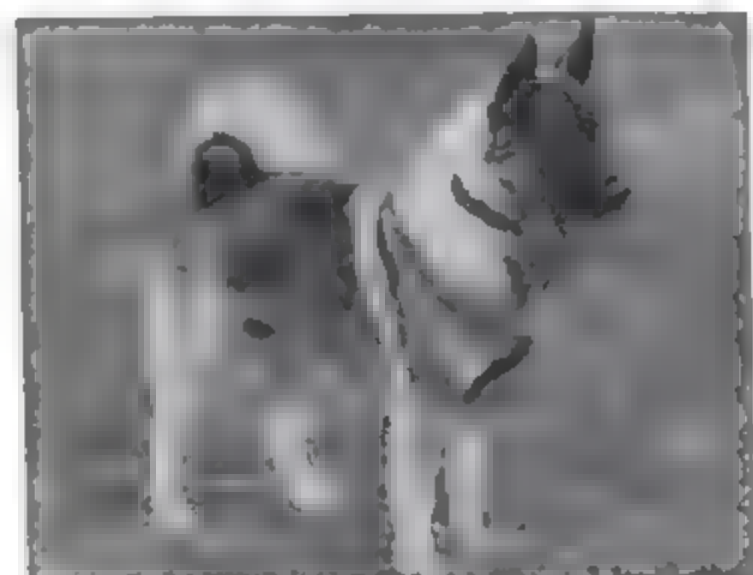


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The well-bevelled skulls of these Champions are typical of the breed. Katherine White

Border Chieftain

WHEN tinkers left holes in pot bottoms and poached for badgers and foxes, the little pepper-and-mustard dogs of the wild Scottish border country came into their own. But it was only when Sir Walter Scott christened them with "Dandie Dinmont" in his *Guy Mannering* that the world beyond knew anything of these peppery little terriers. Like many of the other Highland heroes that the great novelist championed, the Dandies have won their way into the hearts of those who have never seen the blue of Loch Katrine or known of the romance buried deep in that high country. To give you an authentic résumé of the history and outstanding characteristics of these grand, sturdy dogs, full of quaintness and fierce, dauntless courage, we quote from a booklet recently published by The Dandie Dinmont Club.



Ch. Slitrig Tinker of Heatherden, famous Bench Show Champion. Courtesy Miss E. Bird

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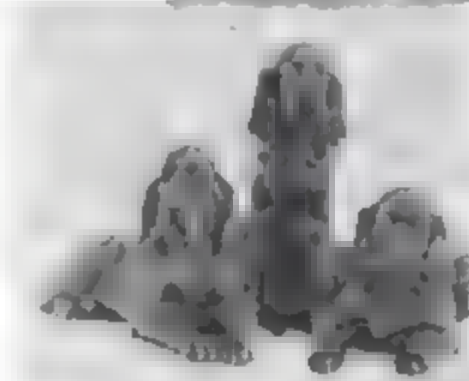
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OF VOGUE



These three gay little Pepper-and-Mustards pose for a moment. Miss Jean Walker

"The Dandie Dinmont is a border variety of terrier. Its actual origin is somewhat obscure, even though the antiquity of the breed has never been questioned. In all probability, these low-swung terriers are the descendants of those hardy dogs that were owned by the travelling gipsies and tinkers who wandered through the Cheviot Hills between Scotland and England.

"The earliest date to which we can trace with any certainty is 1704, in which year, one Willie or 'Piper' Allan was born at Billingham in Northumberland, England. This 'Piper' Allan was a tinker by trade, but his principal occupation seems to have been in hunting the otter and playing on the bagpipes. As a family, the Allans were famous for their terriers, but none more so than the 'Piper,' who was especially renowned for three dogs, Charley, Hitchem, and Phoebe. These are, to-day, (Continued on page 34)



A mustard male champion, Ch. Bellmead Dreamer, from Mrs. S. A. Gayley's Kennels



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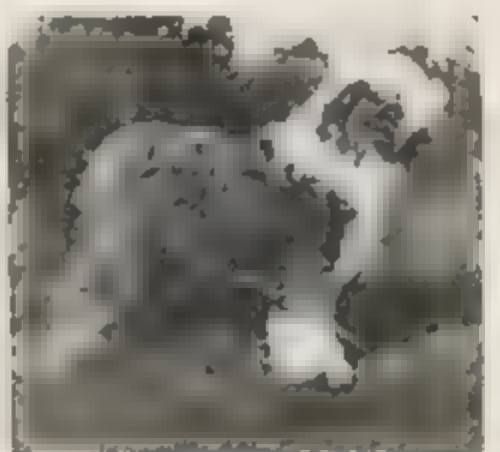


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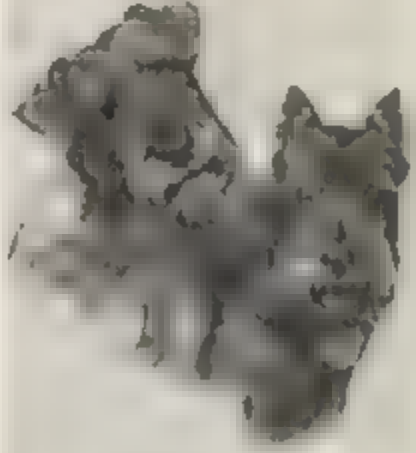


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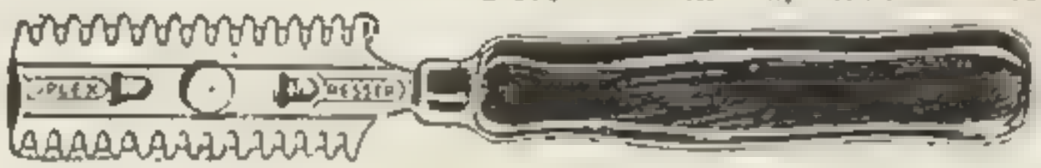


O PROMISE ME!

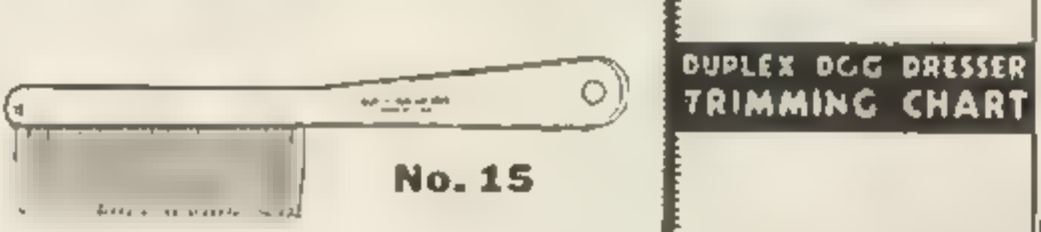
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THE DOG MODE OF VOGUE



Two by two, these sturdy Dandies are being put through their paces by Miss Esther Bird

(Continued from page 33) recognized as the earliest known ancestors of the present Dandie Dinmont Terrier.

"However, up until the year 1814, at which time Sir Walter Scott, 'the Wizard of the North,' first published his well-known border tale, *Guy Mannering*, the fame of the breed did not extend beyond the immediate vicinity of the Northumbrian border. By this means, public attention was drawn to these dogs, and they became much sought after. In fact, if *Guy Mannering* had never been written, it is quite likely that there would never have been a breed of dogs known as Dandie Dinmonts.

"But this character of Dandie Dinmont had a counterpart in real life: James Davidson of Hindlee, in the parish of Southdean and County of Roxburgh, who was a great fox-hunter and whose breed of terriers—the pepper-and-mustard class—was the best over all the country. Davidson died in 1820, six years after *Guy Mannering* was published, but both his son and grandson continued breeding the peppers and mustards. There seems little reason to doubt that these were exactly of the same race and blood as the dogs which belonged to the Allans and their neighbours and which, after the publication of *Guy Mannering*, were first called Peppers and Mustards and ultimately Dandie Dinmonts. For, originally, Davidson procured these (Continued on page 130)

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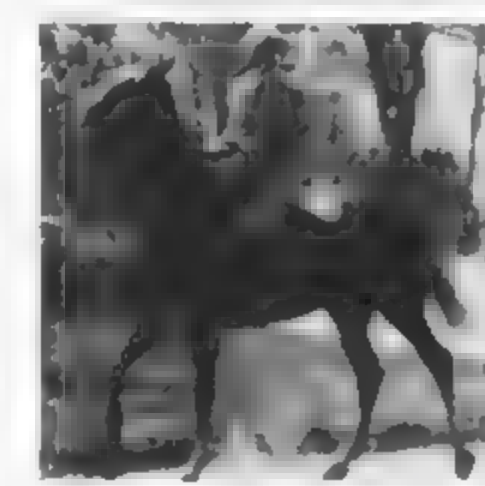
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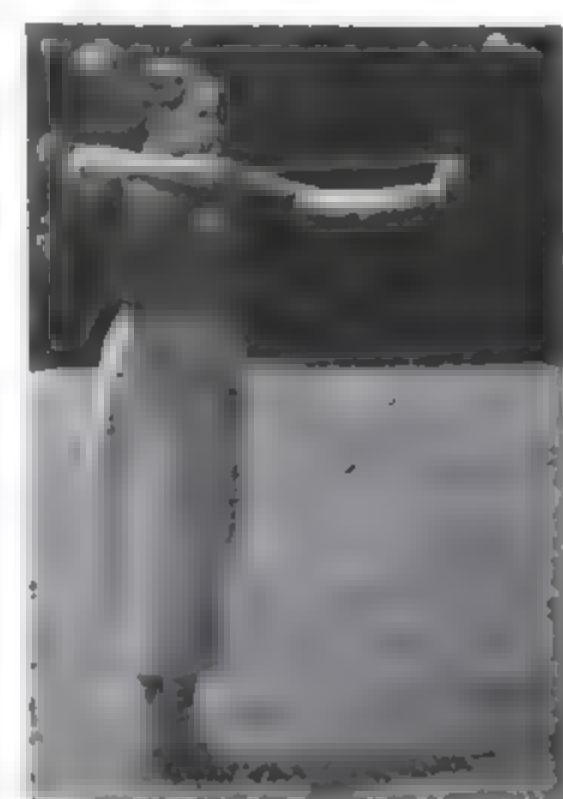
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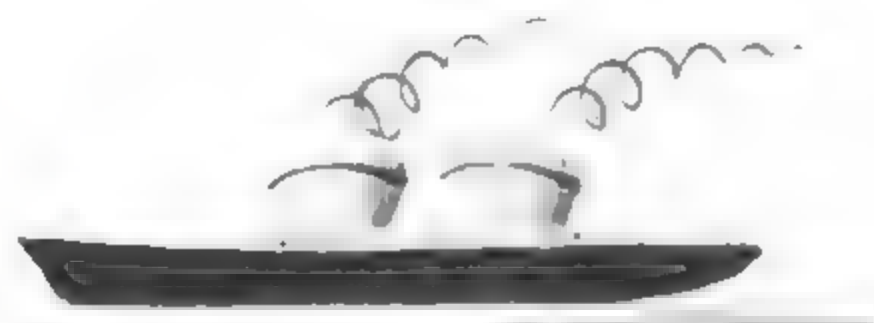
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Vogue covers the



When the captains and the Kings depart from Westminster Abbey on the afternoon of May twelfth next, the Coronation will be—technically—over. But the Coronation season, by all indications the gayest London season in three decades, will be just beginning; and the visitors up from the provinces will have departed in sufficient numbers so that the streets will be passable again for shopping, sight-seeing, and just enjoying yourself. The subject of shopping in London is covered pretty thoroughly in the article beginning on page 118 of this issue, so we shall devote this section to Things to See, Places to Go, When, and How.

Things to see

Every morning, as surely as Big Ben strikes the half after ten o'clock, the Guard is changed at Buckingham Palace: sometimes it's the Grenadiers, with wonderful scarlet coats and black busbies and shrilling of fifes; sometimes the Scots Guards, with equally wonderful kilts and sporrans and keening of bagpipes; but, in any case, there's a great deal of marching and counter-marching and drum-beating. (The best vantage-point for this is the steps of the Victoria Memorial, if you're quick enough.) And every morning, inexorably, at eleven o'clock, the Horse Guards are changed in Whitehall: this is even more like something out of Gilbert and Sullivan, what with the clattering of horses' hoofs, the clanking of sabres, the flashing of helmets and cuirasses in the sunlight.

You'll go, eventually, to The National Gallery, in Trafalgar Square—overlooked by the lovely church of St. Martin's-in-the-Fields, that master-work by Sir Christopher Wren, the great architect of St. Paul's Cathedral. (Also in Trafalgar Square is the National Portrait Gallery, which is negligible artistically, but utterly fascinating historically.) And to the Tate Gallery, on the banks of

the Thames—the Tate's new sculpture hall, now under construction, will probably be the finest setting for sculpture in the world. And to the Wallace Collection, in Hertford House—from here you can walk handily to the British Museum, for a look at the Elgin Marbles in their new room.

Down in the City, of course, is the grey old Tower, still overhung by Tower Bridge, still keeping its "silent watch and ward"—although its beef-eaters, the Yeomen of the Guard, now have no grimmer task than to restrain trippers from writing their names on the massive walls. At night, there's an entertaining bus tour you can take through the City and the East End of London: the bus goes through Whitechapel and Limehouse (London's Ghetto and Chinatown, respectively) and the sinister environs of the London docks, pausing for a drink all round at Charlie Brown's notorious pub. Thence the bus proceeds through the Rotherhithe Tunnel, under the Thames, to the ancient Borough of Southwark, where it stops again at the George—an incredibly old hostelry, and the last galleried coaching inn left in London.

Around London

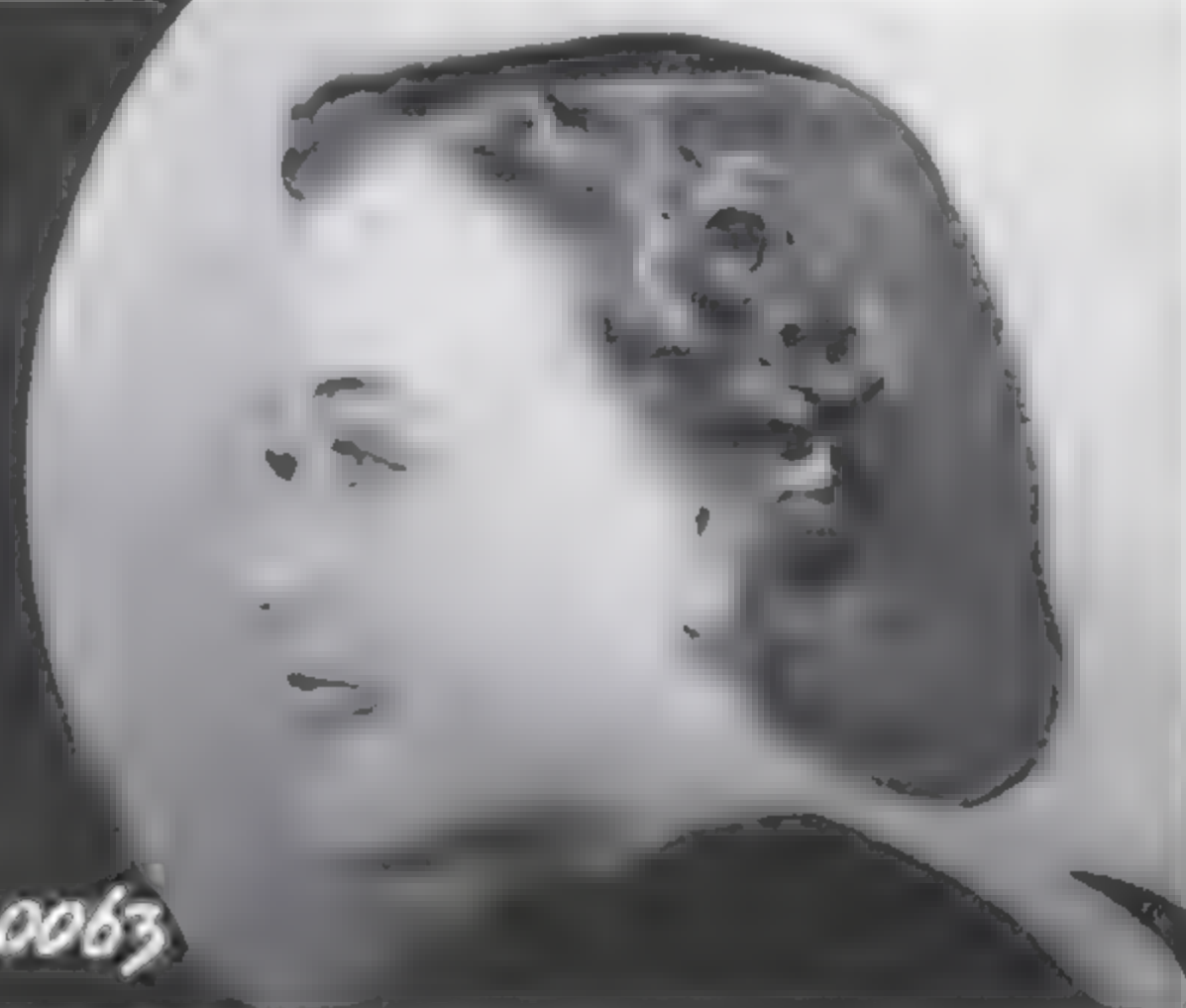
Hampton Court Palace—the English equivalent of Versailles, with lovely formal gardens, a park, a maze, and a mixture of architectural styles from Henry VIII. to Queen Anne—can be reached very comfortably by bus from London, in about an hour. When Hampton Court was a royal residence, the monarchs used to go back and forth between it and London in a barge on the Thames; you can, if you like, emulate their example by returning to London in a motor-launch. Incidentally, the Thames, which fell out of favour as a playground in the seventeenth century, is now being rediscovered—you can spend whole days on the river, going by steamer to Southend or Margate, or starting from Tower Bridge in the afternoon, sailing to Greenwich, the Pool of London and the Docks, and returning at sunset.

Windsor Castle and Eton College are also very near London, and very near each other. You can get to them

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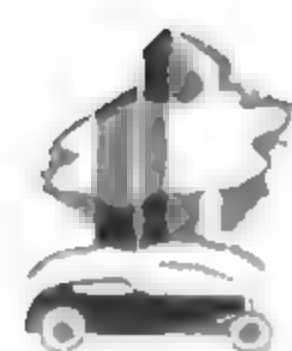
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British Isles

by bus, but it's much nicer if you can drive yourself—stopping, perhaps, to lunch at Great Fosters (an Elizabethan manor-house that has been converted into a country inn), and driving through Windsor Great Park, where the famous Long Walk stretches between two rows of huge and ancient trees up to the Castle.

Locomotion



If you're bringing your own car over, the Automobile Association (Fannum House, Coventry Street, W. 1.) and the smaller Royal Automobile Club (Pall Mall, S. W. 1.) are two organizations that exist to help motorists. The membership fee is from one guinea to two guineas, depending on whether the applicant is a member of an allied or affiliated organization in America; and the service you get for it is astonishing.

First of all, incredibly polite men in uniform meet you at the boat, armed with licence-plates, certificates, permits, maps, information, and general helpfulness. Then they make out map routes for you for anywhere in the habitable globe; they send their scouts all over the British Isles on motor-cycles, with side-cars containing repair tools and spare cans of gasoline (tins of petrol, to you) to come to the aid of members in distress; they give you keys to their telephone-boxes, which are frequently the only ones for miles around. (Remember that filling-stations and telephone-booths do not occur every ten feet in England.) Their men handle the traffic on most of the roads outside metropolitan areas, and salute you smartly when they see the emblem on your car. If they don't salute, you should pull up and ask them why they haven't—it usually means that there's some kind of trouble (possibly a speed-cop) ahead.

For those who don't intend to bring over their own cars, two well-known hire companies are Godfrey Davis, Ltd. (7 Eccleston Street, S. W. 1.), where you can hire a Hillman, Vauxhall, or Humber; and the Daimler Hire (243 Knightsbridge, S. W. 1.), which supplies Daimlers, the big, comfortable cars beloved by the Roy-

al Family. Cars, naturally, may be hired for any length of time, from two hours to infinity.

Another scheme is to buy a car through an agency that will guarantee repurchase. Overseas Cars, Ltd. (49 Old Bond Street) will buy you a car, and give you back seventy-five per cent. of the purchase price after three months' use, seventy per cent. after four months' use, and so on. The whole transaction can be arranged by letter, and a car and escort will meet you at the boat when you arrive.

London restaurants



The restaurants listed in this section are, of course, only a few of London's many. You may discover dozens for yourself. Directly below are a number especially favoured at lunch time.

The Ritz: Not unlike the Ritz in any country, with a slight English formality and flavour.

Claridge's: Full of smart hats and titles.

The Buttery at the Berkeley: Very crowded and very gay, with tiny tables on top of one another, but such nice people crowding your elbows that you like it.

The Park Lane: More Americans than English, but good food in a quiet room.

The Savoy: You might call it the Waldorf of London.

The Coq D'Or, Prunier's, and the Apéritif: Any one of these three might be on Fifty-Second Street, New York.

Gunter (the one on Berkeley Square): As near as the British come to Therese Worthington Grant or Alice Foote MacDougall, and very good indeed.

Rules: Full of Old English atmosphere, from the pictures of bygone actors on the walls to the menus.

Jules: Also very, very English.

The Ivy: The place to see critics, dramatists, and other intelligentsia along with an excellent lunch.

Café Royal: A good table d'hôte in the English manner, at a moderate price. (Continued on page 44)

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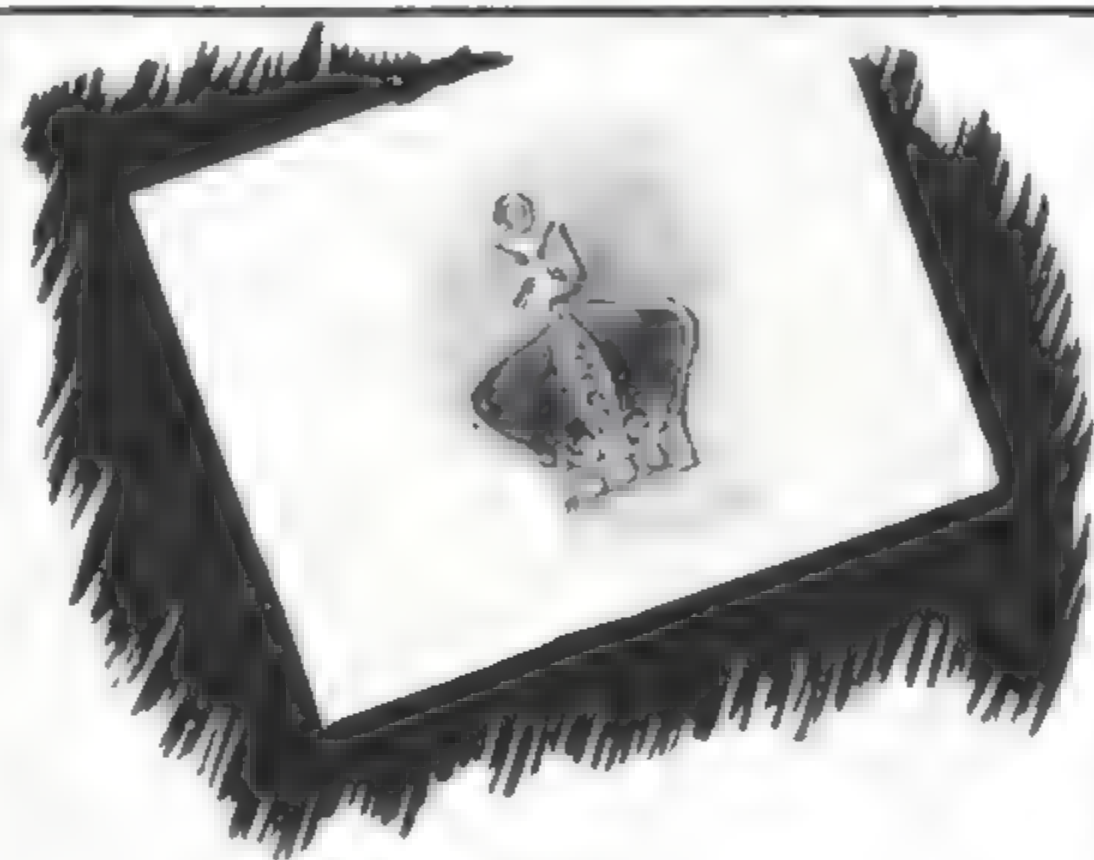
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VOGUE COVERS THE BRITISH ISLES

(Continued from page 43) Fortnum and Mason: Shopper's luncheon retreat, with the salads and light dishes that Americans like.

Cocktail time in London will probably find you at any of the following places:

The Berkeley: But it's an American custom to drop into a hotel for cocktails in the late afternoon. The British drink them at private parties and as a prelude to dinner, if at all.

The Savoy: So international that they expect you at the cocktail hour.

The Grosvenor House: The cocktails are famous here.

The Sherry Bar in Shephard's Market: You'll get nothing but sherry and atmosphere here, in an infinitesimal barroom, but it would be a pity to miss it. (Not open till six.)

If you're on the way to an English snack bar, go to:

The Berkeley Buttery again: Crowded, but quick, and the food couldn't be better.

The Viking Room at the Mayfair: Try the specialty here—*Danish smør-gåsbord*, delivered daily by air from Copenhagen.

The Blue Train Roundabout Bar: With marvellous Russian hors d'œuvres at a *prix fixe*.

Prunier's: The famous sea-foods are as good at the snack bar as at the tables.

Monseigneur: One of the smart places where every one goes.

Dinner will find you dining at: The Savoy, the Dorchester, the Ritz, Claridge's, the Carlton, the San Marco, Grosvenor House, the Mayfair, the Blue Train, and Quaglino's—all very white tie, fairly expensive, and worth it.

The Savoy Grill, the Ritz Grill and the Berkeley Buttery, excellent places where you don't have to dress.

Quaglino's: This elegant restaurant reserves a few tables (well away from

your betters) where you can go without dressing.

Prunier's, L'Apéritif, Au Jardin des Gourmets, Boulestin's, Scott's, and Le Perroquet: Grand food at from moderate to fairly expensive prices.

Simpson's in the Strand: Roast beef and Britannia at its best. You should go at least once.

Prince's in Piccadilly: Recommended because it's fun to see the television in the lounge while you drink your coffee after dinner.

Josef's, Escargot, L'Etoile, Majorca, Restaurant des Gourmets, Café Royal, Isola Bella's: Some are in Soho, and all have Soho reasonableness and informality.

After the theatre, you will want to stop at: The Café de Paris, Dorchester, Grosvenor House, Savoy, Ritz, Mayfair, Carlton, San Marco, Quaglino's, and the Blue Train: Dancing and a cabaret included with your supper.

The Hungaria and the grill-room at the Blue Train: Two of the few good places where you can dance without dressing in London.

The Café Royal: Informal with a slightly Greenwich Village flavour after ten-thirty.

High lights of the summer season



Here are the dates of some important events that you'd better jot down. The Derby is run at Epsom on June 2; if you're

going with a party of about fifteen, a pleasant way to see the race is to hire an omnibus in London, drive down in it, park near the rails, and use it as a grand stand. This costs about twenty-one pounds, including the parking-fee. And if you let Fortnum and Mason put up your picnic lunch, you won't care if it snows (which it did once, at Epsom).

From June 9 to June 12, and again from June 15 to June 19, is the Military Searchlight Tattoo, at Aldershot, near London. Here the Army lets itself go and puts on a magnificent show, in the open air, at night; cavalry charges, artillery manoeuvres, sham battles, massed military bands, with accoutrements flashing and dress uniforms glowing scarlet under the wheeling searchlights.

Ascot Week begins June 15; and if you want to go you should already have written to the American Ambassador asking for a voucher for the Royal Enclosure, for he has only so many to give each year—and the rule is first come, first served. If you are lucky enough to get one of these coveted vouchers, you take it to the Ticket Agency indicated, and pay six guineas for a badge, with your name written on it, which is pinned to the lapel of your coat and worn during the four days of the meeting. This entitles you to pass in and out of the "Enclosure" gates at will, under the scrutiny of lackeys in green plush liveries. But if you are not lucky

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enough to get a voucher, you can still go to Ascot and have a very good time—you can go everywhere but into the Royal Enclosure, which is the small space fenced off in front of the Royal Box. Naturally, lots of people don't go into the Enclosure, and, if you're just sightseeing, you can see—through the iron grille—just as much as anybody on the inside (King and Queen, perhaps, included).

All the theatre-booking agencies in London sell tickets for Ascot (as indeed they do for all the big race-meetings and sporting events), and they will also sell you a ticket to go down on the train, reservations for lunch on the course, and a parking-space for your car, if you motor. If you go to the Royal Enclosure, there is a parking-space at the end of the paddock, which is much the most convenient; you can obtain a place here through the Royal Automobile Club, and it will be worth the six or more guineas it costs.

There is a restaurant in the Enclosure, for which you must book in advance, unless a kind friend who belongs to Buck's or the Cavalry Club fixes you up for lunch in one of the tents in the centre of the course. This is the smartest thing to do, unless, of course, you can lunch at the Jockey Club—which very few people can, as the members are limited to a certain number of guests.

BOAT-RACES AND BATTLESHIPS

One of the great sights for foreigners in England is the Henley Regatta, from June 30 to July 3. It takes place on a lovely stretch of the river Thames, with all the picturesque gaiety of a musical-comedy setting; and here, as at the Eton and Harrow cricket-match at Lord's, you'll see the English "Public School" boy, with his mother, father, and sisters, all turned out for the big family event of the year. There isn't anything like it anywhere else.

As part of the Coronation celebrations, a Naval Review will be held at Spithead this year—and it will be a wonderful sight, judging by the Naval Review held at the time of the Jubilee. Here again, from the ticket agencies or the hall porter at your hotel, you can book accommodations on one of the boats where both lunch and dinner will be served, and from which you can see the Royal yacht, inspect the fleet, and see the fireworks at night. Special trains will be run from London to Southampton for the occasion.

More pacific is the Glyndebourne Mozart Festival, which begins on May 3 and continues until August 2. This was started by Mr. John Christie, who built, on his estate at Glyndebourne, a small, but very modern theatre, where, for the last two summers, he has presented Mozart operas and delighted music-lovers with the beauty of his productions. Dinner can be had in the leisurely first interval, and, during the second interval, there's time to wander around the gardens. Glyndebourne is within easy reach of London, either by car or train.

The mention of gardens reminds us that the Chelsea Flower Show is from May 26 to May 28. And remember that almost every one of the famous country houses in England throws open its gardens to the public at least once during the summer, for charity. A list of the gardens and the dates on which they can be seen is obtainable from the Travel Association, 6 Arlington Street, S. W. 1.

THE AVON FLOWS

The Wimbledon Lawn Tennis Championships start on June 21, and the finals are played on July 3; Goodwood race-meeting is from July 27 to July 30; the Malvern Dramatic Festival is from July 26 to August 21 (the morning lectures on literature and the drama are a great feature, for only the Great give utterance); the Shakespeare Drama Festival at the New Memorial Theatre, Stratford-on-Avon, goes on all through the summer. For antiquarians, we give a list of dates and places where immemorially Old Customs are still observed:

May 1	The May Queen is crowned throughout the country. At sunrise, a Choral Service is held on the Tower of Magdalen College, Oxford.
May 5	Penny Hedge Planting on the sands at Whitby.
May 17	Folk-dancing at Bampton, near Oxford.
May 18	"Ram-Roasting," at Kingsington, South Devon.
June 23 to 26	Peebles March Riding and Beltane Festival.
July 5	Tynwald Ceremony on the Isle of Man.
August 10	Lammas Market and Fair, St. Andrews, Scotland.
August 26	Proclamation of Carlisle Great Fair.
September 6	The Horn Dance at Abbots Bromley, Staffordshire.

We haven't space to go into the origins of all these ancient rituals; some of them are so ancient that nobody knows. (Continued on page 46)



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Country inns



The best thing to do, if you're on a motor jaunt and find yourself, at nightfall, in a perfectly strange village or town, is to consult your Automobile Association handbook before you go near an inn, however promising-looking. This invaluable little book is put out by the A.A. every year: it contains an alphabetical list of practically every town worthy of the name in Great Britain, and after the name of the town all the hostleries it contains, listed in order of merit—with five stars, four stars, and so on down to no stars. (But if an inn is listed in the book at all, even with no stars, it means that it is at least clean and respectable.) After the rating of the hotel or inn is a brief description of its prices, plumbing, food, and so on. These lists and ratings are constantly being checked up on by spies from the A.A., so you can be sure they're accurate.

But we have our own recommended list, compiled by our own spies, who are sticklers both for comfort and cuisine—remembering that the English are a hardy race, we listened only to notorious sybarites.

The Welcombe Hotel, Stratford-on-Avon, a good place to stay if you're going to the Shakespeare Drama Festival; it has spacious grounds and its own tennis-courts.

The Raven, at Shrewsbury, which is a wonderful old town built on a rise, encircled on three sides by the river Severn.

The George, Lichfield, where you'll probably stop if you're heading northwest. Lichfield has a fine cathedral, and memories of Dr. Johnson.

The Grosvenor, at Chester—the most mediæval town in all England, with a City Wall all around it, and a High Street running between two ancient arcades.

The Royal Oak, Keswick. Make this your headquarters if you want to see the Lake District—the lovely Wordsworth-Windermere country.

The Lygon Arms, at Broadway—once called the prettiest village in all England, and a good centre for bicycle trips around the Cotswolds.

The Royal Clarence, at Exeter, the usual starting-point for jaunts around Devonshire after strawberries and clotted cream.

The Manor House, Moreton Hampstead, has a private swimming-pool, a golf-course, and a magnificent view over Dartmoor.

King Arthur's Castle, at Tintagel, the stronghold of all the Round Table legends. You can swim off the rocky, unspoiled Cornish coast in incredibly blue sea.

Port Meirion, near Penrhyndeudraeth, is a colony containing not only a hotel, but houses that can be rented separately.

The Mytton and Mermaid, at Aitcham, which is a good stopping-off place on the way to North Wales. See the Roman remains, and the

beautiful fifteenth-century half-timbered house called Pitchford Hall.

The Royal George, Knutsford, was once an old coaching inn. And Knutsford is the original of Mrs. Gaskell's *Cranford*.

The Three Swans, at Market Harborough, in the heart of the most famous hunting-country in the world—the stamping-ground of the Quorn, the Belvoir, the Pytchley, et al.

The Devonshire Arms, at Bolton Abbey—pretty far north, but wonderful if you're going to or from Scotland.

The grouse season

Three months after the day of the Coronation is the original Glorious Twelfth—the opening day of the grouse-shooting season. And if you want to be in on it, you might like to know about Mr. J. Loudon, of Lambhill Lodge, Strathaven, Lanarkshire, who can arrange for you to take a gun in a shoot, or take a whole grouse moor. Mr. Loudon is well known to British sportsmen, and many Americans have shot over his moors—he owns several.

If you're tempted, write to Mr. Loudon, and he'll arrange all the details for you, including sleeping accommodations. (Also we happen to know that the Tinto, at Symington, is a good hotel that is central for many of his shoots.) The Flying Scotsman, the crack London-to-Edinburgh express, makes its only stop of the run at Broughton, which is close to Symington; sportsmen are met at Broughton by car.

If you must be in Scotland for the opening of the season, it will cost you about a hundred pounds a gun for two weeks' grouse-shooting—shooting every day. But in September, when the sport is usually still very good, a gun costs about thirty-five pounds for a week's shooting. (Beaters' expenses are included in both cases.) Mr. Loudon suggests that two friends take a gun between them, shooting on alternate days.

Behaviourism

Finally, here are some Helpful Hints anent behaviour. Don't whistle in the Burlington Arcade, or attempt to walk through it with an umbrella over your head; there's an ordinance, or something, that forbids both practices. Don't ever throw away an omnibus, subway, or railway ticket until you're safely home; you never know when somebody will want to punch a hole in it, collect it, or simply look at it. Don't ask for a Scotch highball, or even a Scotch and soda; what you want is a whiskey and soda. (You'll be given Scotch anyway, and your English friends will feel much happier about you.) Remember that you're allowed to drink in a restaurant until 11 P.M., after which your drinking must be accompanied by eating. But only until midnight, after which you may eat, but not drink at all.... One night a week many restaurants have Extension Night, when you're allowed to eat and drink until 2 P.M.



Sally Victor
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SOCIETY

BIRTHS

NEW YORK

Beattie—On February 11, to Mr. and Mrs. Charles R. Beattie (Mildred H. Fahnestock), a daughter.

Hoyt—On February 7, to Mr. and Mrs. James Mitchell Hoyt (Nancy S. Low), of Oyster Bay, Long Island, a daughter, Cassandra Southwick Hoyt.

Hurd—On February 6, to Mr. and Mrs. John Hurd (Cecile Fuller), of Cedarhurst, Long Island, a daughter, Cecile Marie Hurd.

Oakley—On February 27, to Mr. and Mrs. Roderick S. Oakley (Olivia S. Bld), a son, Roderick S. Oakley, junior.

Sawtelle—On February 24, in Bronxville, New York, to Mr. and Mrs. Charles Worthington Sawtelle (Edna Huestis Stiles), a son, Robert Munroe Sawtelle.

Wallace—On February 24, to Mr. and Mrs. Darnall Wallace (Lucille La Varre), a daughter.

Webster—On February 23, to Mr. and Mrs. Donald C. Webster (Elizabeth M. Voorhees), a daughter.

Wilson—On February 21, to Mr. and Mrs. Harry A. Wilson, junior (Evelyn C. Watts), a daughter, Evelyn Cameron Rosel Wilson.

BALTIMORE

Emory—On February 10, to Mr. and Mrs. German H. H. Emory (Katherine Edmonston Riegel), a daughter.

CHARLOTTE, NORTH CAROLINA

Adams—On February 13, to Mr. and Mrs. George Bryan Adams (Eleanor Kuhn), a son, George Bryan Adams, junior.

COLUMBIA, SOUTH CAROLINA

Cain—On February 19, to Mr. and Mrs. William Lowndes Cain (Anne Maybank), a son, William Lowndes Cain, junior.

ELMIRA

Alden—On February 10, to Mr. and Mrs. John Alden (Esther Booth), of Caldwell, New Jersey, a daughter.

MEMPHIS

Crisler—On February 16, to Dr. Joseph Augustus Crisler, junior, and Mrs. Crisler (Elizabeth W. Crile), a son, Crile Crisler.

Holmes—On February 20, to Mr. and Mrs. Andrew Holmes (Mary Fitzhugh), a daughter, Mary Holmes.

Snowden—On February 22, to Mr. and Mrs. Robert Bogardus Snowden (Grace Mountcastle), a daughter, Dorothy Whitney Snowden.

PARKERSBURG, WEST VIRGINIA

Cooper—On January 21, to Mr. and Mrs. John Purley Cooper, junior (Geraldine A. Murrin), a daughter.

PHILADELPHIA

Little—On January 4, to Mr. and Mrs. Henry Ashton Little, junior (Frances C. Sykes), of Wynnewood, Pennsylvania, a son, Henry Ashton Little, third.

POUGHKEEPSIE

Adriance—On February 12, to Mr. and Mrs. John Pierre Adriance (Barbara Lane), a daughter, Renée Lane Adriance.

SIOUX CITY

Lennon—On February 15, to Mr. and Mrs. Richard Lennon (Mary Isabelle Fitzgibbons), a son, Michael Lennon.

Seff—On February 13, to Mr. and Mrs. Albert M. Seff (Marguerite Murphy), a daughter, Nancy Gifford Seff.

SPOKANE

Paulsen—On February 6, to Mr. and Mrs. Howard Paulsen (Evelyn Garrett), a son, Charles Garrett Paulsen.

SUFFERN

Copeland—On February 14, to Mr. and Mrs. Royal S. Copeland, junior (Virginia May Duryee), a daughter.

SYRACUSE

Anthony—On February 4, to Mr. and Mrs. Charles Anthony (Harriet Millen), a daughter, Adelaide Anthony.

Phelps—On February 18, to Mr. and Mrs. George Phelps (Gertrude Southworth), a son, William Henry Phelps, second.

Sanford—On February 5, to Mr. and Mrs. C. Hamilton Sanford, junior (Jane Cook), a son, C. Hamilton Sanford, third.

Wade—On January 27, to Mr. and Mrs. William Wade (Elsie Groat), a son, Michael Sedgwick Wade.

BIRTHS

TORONTO, ONTARIO

Beatty—On February 6, to Mr. and Mrs. William Lee Beatty (Elizabeth Sanford Smith), twins, a boy and a girl.

Hungerford—On December 14, to Mr. and Mrs. John Hungerford (Persis Seagram), a daughter.

Macintosh—On December 13, to Mr. and Mrs. J. Maitland Macintosh (Helen Gooderham), a daughter.

TROY

Cluett—On January 21, to Mr. and Mrs. Gorham Cluett (Eleanor Lane), a son, James Rockwell Cluett.

WASHINGTON, D. C.

Woodring—On February 10, to Mr. Harry H. Woodring, Secretary of War, and Mrs. Woodring (Helen Coolidge), a son, Cooper Coolidge Woodring.

WATERBURY

Gunter—On January 14, in Tucson, Arizona, to Mr. and Mrs. Kenneth Edward Gunter (Elizabeth Fulton), a daughter, Shirley Gunter.

YOUNGSTOWN

McKelvey—On January 20, to Dr. George M. McKelvey and Mrs. McKelvey (Anita Andrews), a daughter, Harriet Andrews McKelvey.

Randall—On February 4, to Mr. and Mrs. Leland Arthur Randall (Martha Clark), a daughter, Ann Randall.

ENGAGEMENTS

NEW YORK

Baker-Sammis—Miss Anne Candler Baker, daughter of Mr. and Mrs. David Sherman Baker, of New York, Greenwich, Connecticut, and Narragansett, Rhode Island, to Mr. Jesse Fleet Sammis, junior, son of Dr. Jesse Fleet Sammis and Mrs. Sammis, of New York and Cedarhurst, Long Island.

Dixon-Boardman—Miss Vivian Dixon, daughter of Mr. and Mrs. George A. Dixon, of New York and Paris, France, to Mr. T. Dennie Boardman, of Boston, Massachusetts, son of Mrs. Lawrence Waterbury, of Palm Beach, Florida, and of Mr. Reginald Boardman, of Boston.

Flagg-Gibb—Miss Molly Flagg, daughter of Mrs. Harold Fowler, of New York and "Middlebrook," Far Hills, New Jersey, to Mr. Robert P. Gibb, son of the late Lewis Mills Gibb and Mrs. Gibb.

Hooker-Marquand—Miss Adelaide Ferry Hooker, daughter of Mr. and Mrs. Elton Huntington Hooker, of New York and "Chelmsford," Greenwich, Connecticut, to Mr. John Phillips Marquand, of New York, son of Mr. Philip Marquand, of Newburyport, Massachusetts.

Kindleberger-Wetherill—Miss Katharine Wirt Kindleberger, daughter of Mr. and Mrs. E. Crosby Kindleberger, of Flushing, Long Island, to Mr. William H. Wetherill, second, son of Mr. and Mrs. Herbert J. Wetherill, of Philadelphia, Pennsylvania.

Leavitt-Libby—Miss Gabriella Kirk H. Leavitt, daughter of Mr. Rufus E. Leavitt, of Summit, New Jersey, to Mr. Walter Stokes Libby, son of Mr. and Mrs. Walter G. Libby.

Lord-Andrews—Miss Anne Kirkham Lord, daughter of Mr. and Mrs. Frederic Wait Lord, of New York, to Mr. Wolcott Erskine Andrews, of New York and Wiscasset, Maine, son of the late Mr. and Mrs. Martin Andrews.

McEwan-Barringer—Miss Helen Vreeland McEwan, daughter of Mr. and Mrs. Frederick McEwan, of New York and "The Holt," Convent, New Jersey, to Mr. Lewin B. Barringer, son of the late Daniel Moreau Barringer and Mrs. Barringer, of Philadelphia, Pennsylvania.

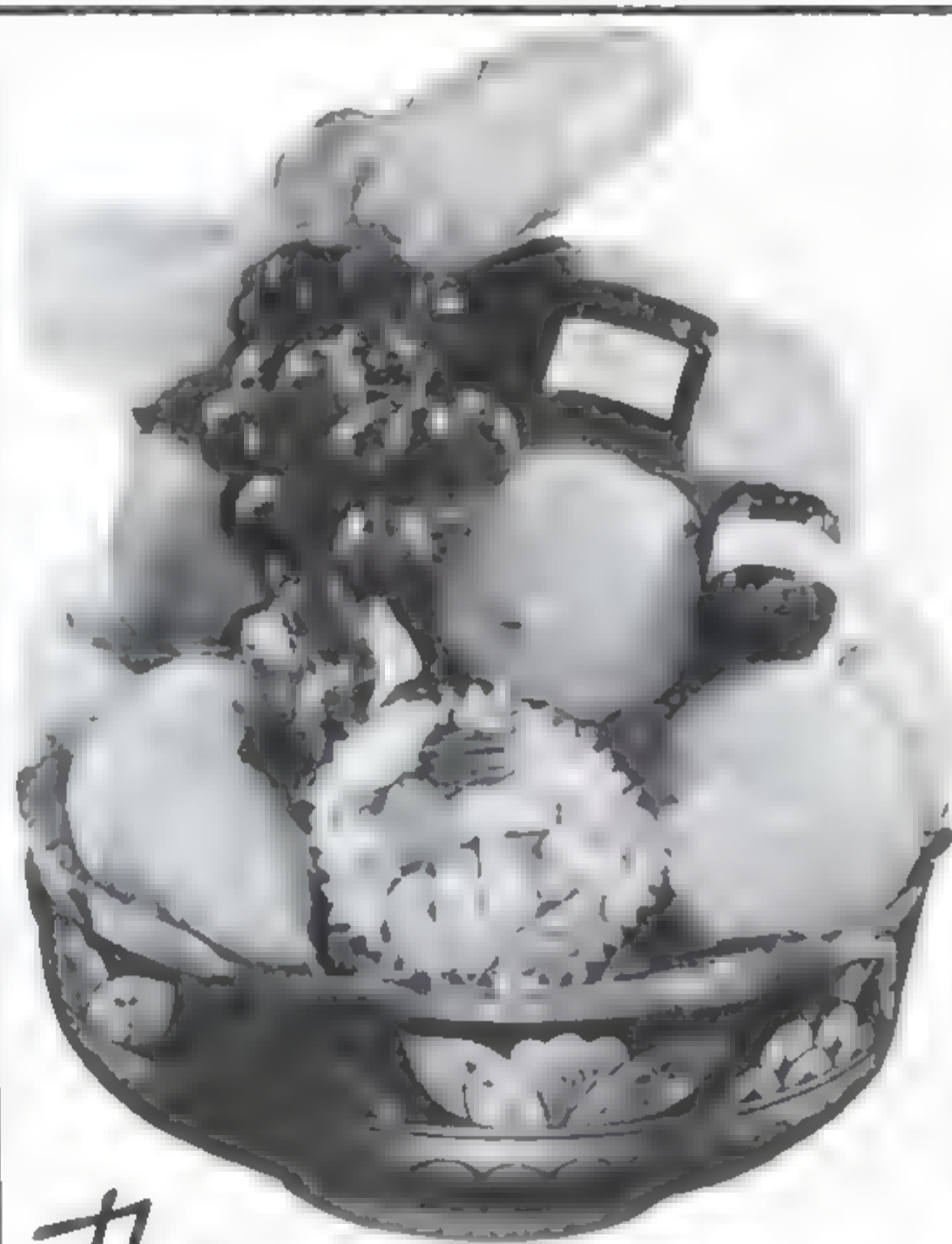
Parks-Barlow—Miss Ethel Winant Parks, of Providence, Rhode Island, daughter of the late Mr. and Mrs. George Winant Parks, to Mr. Elbert Spicer Barlow, of New York, son of the late Mr. and Mrs. George Barlow.

Schenck-Parson—Miss Lella M. Schenck, daughter of the late Dr. Benjamin R. Schenck and Mrs. Schenck, of New York, to Mr. Stuart T. Parson, son of Mr. and Mrs. Stuart H. Parson, of Bronxville, New York.

BOSTON

Burgess-McCready—Miss Tasha Burgess, daughter of Mrs. Rosamond Tudor Burgess, of Boston, Massachusetts, and of Mr. Starling Burgess, to Mr. Thomas Leighton McCready, junior, son of Mrs. Harriet Efner Strong McCready, of New York and Redding, Connecticut, and of Mr. Thomas Leighton McCready.

Wight-Lakin—Miss Mary Wight, daughter of Mr. and Mrs. Warland Wight, of Milton, Massachusetts, to Mr. Charles Beaman Lakin, son of Mr. and Mrs. Herbert C. Lakin, of Greenwich, Connecticut. (Continued on page 48)



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ENGAGEMENTS

MEMPHIS

Somerville-Hooker—Miss Minter Jones Somerville, daughter of the late Dr. William J. Somerville, to Mr. Kingsley Wilde Hooker, of Boston, Massachusetts, and Laconia, New Hampshire.

RICHMOND, VIRGINIA

Gilchrist-Trimble—Miss Katharine Caroline Gilchrist, of Richmond, Virginia, daughter of Mr. and Mrs. Edward Gilchrist, of Jaffrey, New Hampshire, to Mr. Roswell Delmege Trimble, junior.

SAN ANTONIO

Blanks-Coffey—Miss Zula Storey Blanks, daughter of Mrs. Horace Hewlett Walton and the late Joseph Markham Blanks, to Mr. William Greene Coffey, son of the late William Greene Coffey and Mrs. Coffey.

STAMFORD

Underwood-Edwards—Miss Catherine Page Underwood, daughter of the late Mr. and Mrs. Clarence F. Underwood, to Mr. Richard B. Edwards, son of Mr. Charles H. Edwards, of Greenwich, Connecticut.

TORONTO, ONTARIO

Copping-Crookston—Miss Cynthia Dane Copping, daughter of Lady Kemp, of Castle Frank, Toronto, to Mr. James Ian Crookston, of Toronto, son of Mr. and Mrs. James Crookston, of Weybridge, Surrey, England.

Mitchell-Adamson—Miss Helen Elizabeth Mitchell, daughter of Mr. and Mrs. Alfred N. Mitchell, to Mr. George Alexander Adamson, son of Mr. and Mrs. Edward Hamilton Adamson, of Hamilton, Ontario.

Scott Griffin-Norman—Miss Margaret Scott Griffin, daughter of Mr. and Mrs. Scott Griffin, to Captain Hugh Norman, Coldstream Guards, son of Mr. Ronald Norman and the late Lady Florence Norman.

WEDDINGS

NEW YORK

Blodgett-Foley—On February 9, in Chicago, Illinois, Mr. Delos A. Blodgett, second, of New York, son of the late Delos A. Blodgett and Mrs. Blodgett, of Washington, D. C., and Mrs. Carlisle Sullivan Foley, daughter of Presiding Justice Denis E. Sullivan, of the Appellate Court of Illinois.

Catlin-Havemeyer—On February 9, in the Church of the Heavenly Rest, Dr. Daniel Catlin, son of Mr. and Mrs. Daniel K. Catlin, of Saint Louis, Missouri, and Dublin, New Hampshire, and Miss Doris Havemeyer, daughter of Mr. and Mrs. Horace Havemeyer, of New York and Islip, Long Island.

Evenson-Paine—On February 27, in Trinity Episcopal Cathedral, Phoenix, Arizona, Lieutenant Marvin P. Evenson, U. S. N., son of Mr. and Mrs. George Evenson, of Sioux City, Iowa, and Miss Maud Eustis Paine, daughter of Mr. and Mrs. A. Gibson Paine, junior, of New York and Phoenix.

Gilmartin-Warner—On February 27, in the chapel of Christ Church, Mr. Maurice A. Gilmartin, junior, of New York, son of Mr. M. A. Gilmartin, of Garden City, Long Island, and Mrs. Watson Warner, daughter of Mr. and Mrs. Archibald R. Watson, of New York and Smithtown, Long Island.

Kinnicutt-Jay—On February 13, in Wheatley Hills, Long Island, Mr. Francis P. Kinnicutt, son of Mr. and Mrs. G. Hermann Kinnicutt, of New York and Far Hills, New Jersey, and Miss Sybil Kane Jay, daughter of Mr. and Mrs. DeLancey Kane Jay, of Westbury, Long Island.

Michel-Richards—On February 15, in the Episcopal Church of Bethesda-by-the-Sea, Palm Beach, Florida, Mr. Clifford William Michel, son of Mr. and Mrs. Clarence Michel, of Bellerose, Long Island, and Miss Barbara Lloyd Richards, daughter of Mrs. Frederick Beckman and of Mr. Frederick L. Richards.

Newcomb-Zolnay—On February 25, Mr. John Churchill Newcomb, of New York, son of Mr. and Mrs. Herman Danforth Newcomb, of "Wavertree Hall," Greenwood, Virginia, and Louisville, Kentucky, and Miss Margaret Zolnay, daughter of Mr. and Mrs. George Julian Zolnay, of New York.

Pomeroy-Blair-Smith—On February 4, Mr. Daniel E. Pomeroy, of Englewood, New Jersey, and Mrs. Trevania Blair-Smith, of New York, daughter of the late Mr. and Mrs. Trevanian Dallas.

Reed-Howland—On February 13, in Ashepoo, South Carolina, Mr. William Creighton Reed, son of the late William B. Reed and Mrs. Reed, of New York, and Miss Mary Wilder Howland, daughter of Mr. and Mrs. Silas W. Howland, of Rye, New York, and "Poco Sabo Plantation," Ashepoo.

WEDDINGS

Rhineland-Reed—On February 8, in the West End Collegiate Church, Mr. Laurens H. Rhineland, son of the Right Reverend Philip M. Rhineland and Mrs. Rhineland, of Washington, D. C., and Miss Louise Merriman Reed, daughter of Mr. and Mrs. William E. Reed, of New York and Blue Point, Long Island.

Riker-Shepard—On February 18, Dr. John L. Riker, son of the late Henry Ingersoll Riker and Mrs. Riker, and Miss Cornelia Shepard, daughter of Mr. Frederic White Shepard, of New York and Woodmere, Long Island.

Sheldon-Ferguson—On February 6, in Haverford, Pennsylvania, Mr. Roy Van Auken Sheldon, of New York and Saint Louis, Missouri, son of the late Joseph Whitlock Sheldon, and Miss Donita Ferguson, daughter of Mrs. Donna Beach Ferguson, of New York, and the late John Sherlock Ferguson.

Townsend-Noyes—On February 13, in the Madison Avenue Presbyterian Church, Mr. James Mulford Townsend, junior, son of Mr. and Mrs. James Mulford Townsend, of New York and Saint James, Long Island, and Miss Hope Noyes, daughter of Mr. and Mrs. Winchester Noyes, of New York and Huntington, Long Island.

BEVERLY HILLS

Wygant-Pinkham—On February 20, in "Questend," Beverly Hills, California, Mr. Benyaurd Bourne Wygant, junior, son of Captain Benyaurd Bourne Wygant, U. S. N., of Boston, Massachusetts, and Miss Edith Edwards Pinkham, daughter of Mrs. James Roy Pinkham, of Beverly Hills.

BOSTON

Moseley-Bremer—On February 13, in the First Parish Church, Milton, Massachusetts, Mr. Frederick Russell Moseley, junior, of New York, son of Mr. and Mrs. Frederick Russell Moseley, of Charles River, Massachusetts, and Miss Leslie McGregor Bremer, daughter of Mr. and Mrs. Clifton Long Bremer, of Milton.

Weld-Warren—On February 6, in King's Chapel, Boston, Massachusetts, Mr. Philip Saltonstall Weld, son of Mr. and Mrs. Philip B. Weld, of New York, and Miss Anne Warren, daughter of the late Samuel Dennis Warren and Mrs. Warren, of Boston.

CLEVELAND

Haskell-Woodin—On February 9, Mr. Melville H. Haskell, son of Mrs. Coburn Haskell, of "Winnstead Plantation," Thomasville, Georgia, and Cleveland, Ohio, and Mrs. Hyde Woodin, daughter of Mrs. Francis de Lacy Hyde, of "Hydewood Hall," Plainfield, New Jersey.

COLUMBIA, SOUTH CAROLINA

Sands-Urquhart—On February 3, in Trinity Episcopal Church, Mr. Jerome Daly Sands, son of Mr. and Mrs. William Gibson Sands, of Atlanta, Georgia, and Miss Margaret Idly Urquhart, daughter of Mr. and Mrs. James Burwell Urquhart.

ELIZABETH

Barker-Ogden—On February 6, Dr. Robert Howard Barker, of Boston, Massachusetts, son of the late Raymond Howard Barker and Mrs. Barker, of Cleveland, Ohio, and Miss Athalia Stearns Ogden, daughter of the late Archibald Gracie Ogden and Mrs. Ogden, of Elizabeth, New Jersey.

MEMPHIS

Looney-Dewey—On January 19, Mr. Thomas C. Looney, junior, and Mrs. Margaret Craft Dewey, daughter of Mrs. Henry Craft.

NEW ORLEANS

Hewlett-Werlein—On February 9, Mr. John Henry Hewlett, of Conyers, Georgia, and New York, son of Mr. and Mrs. Robert D. Hewlett, of Conyers, and Miss Lorraine Werlein, daughter of the late Philip Werlein and Mrs. Werlein.

RICHMOND, VIRGINIA

Williams-Skipwith—On February 17, Mr. Berkeley Williams and Mrs. Kate Harris Skipwith.

SAN ANTONIO

Capers-Stribling—On January 30, the Reverend Samuel Capers, son of Bishop William T. Capers, and Miss Eleanor Celeste Stribling, daughter of Mr. and Mrs. Benjamin A. Stribling.

Sudduth-Ewing—On February 9, Lieutenant Duff Walker Sudduth, U. S. A., son of Mr. and Mrs. William Henry Sudduth, of Starkville, Mississippi, and Miss Elizabeth Patton Ewing, daughter of the late Mr. and Mrs. William K. Ewing.

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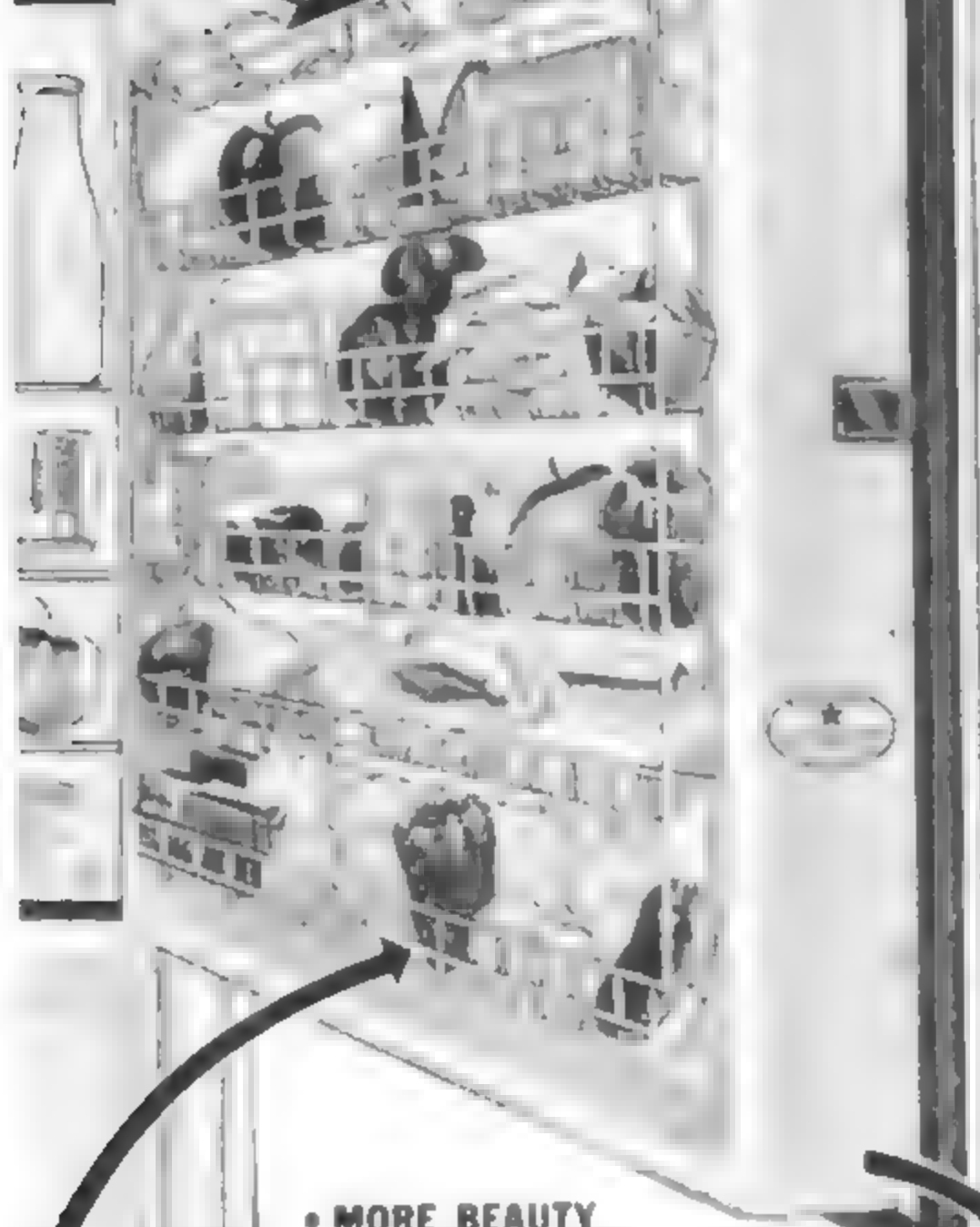
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If you find need for Vogue when at home, how you'll welcome the British Edition when you come to England for the Coronation!

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BRITISH VOGUE

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CORONATION! The thrill and glamour of solemn ceremony, the event of a lifetime in European History. London in gala decoration—but do not confine yourself to London. England, Scotland, Ireland and Wales, you must visit them all before you return.

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CORONATION

A PORTFOLIO OF BRITISH ANNOUNCEMENTS

With the approach of the Coronation, the eyes of the world are focussed on London. A host of visitors will come to witness its brilliant pageantry. But, in addition, they will want to take advantage of the opportunity to visit London's smart shops and to see and buy from the pick of English merchandise.

The distinguished group of London firms, whose announcements appear on the following pages, therefore take this occasion to invite you to visit their establishments during your forthcoming Coronation sojourn.



LOMBARD
STREET EC



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Flutter of banners in the May sunshine... Fanfare of trumpets at the Royal Exchange... England's Coronation will be one of the most splendid events of 1937; and of the beautiful women who will add elegance to this splendid occasion the vast majority are Elizabeth Arden's clients and make a habit of paying regular, refreshing visits to the Salon; for, in that soothing atmosphere, they find the essential background of youth and loveliness... Realizing the distinctively English trend that will characterize the modes of the coming summer, Miss Arden has designed the special English Complexion and the Royal Make-up. As foundation for Royal Make-up she prescribes Ocre Lille de France: Royal Rouge: Gris Brun with Royal Eye-Shado: Royal Lipstick: Illusion Powder in Illusion Shade, and Cameo Powder in the special Mat Fonce Shade: with Black Cosmetique to complete the effect. You leave the Salon with the rose-petal cheeks of an English Beauty.

Elizabeth Arden

25 OLD BOND STREET • LONDON, W. 1

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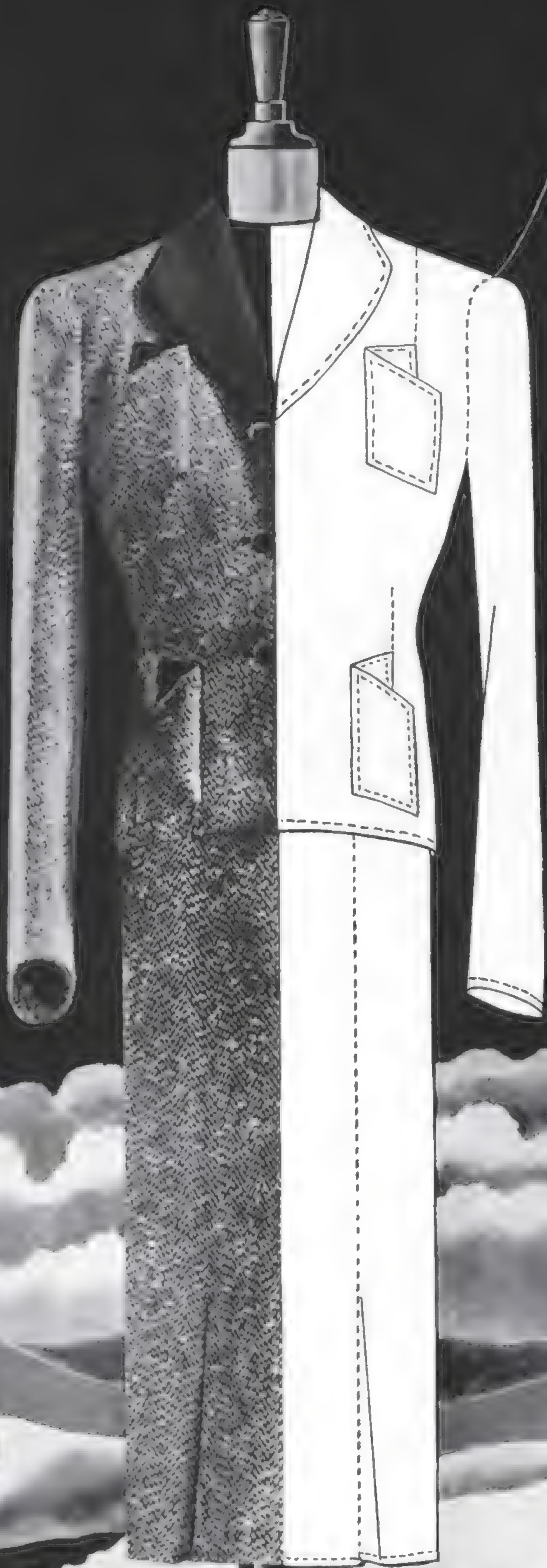


Lydia Moss—whose creations glorify the
leisure hours of some of Europe's most beautiful
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styled by Miss Lydia Moss for her clientèle.

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A royal family; but you won't see them in the rotogravure. They're *ordinary* people—exceptionally lucky, though, because (unlike so many others) they enjoy to the full that air of health, happiness and general well-being that every modern family should claim as a right. A modern mother deserves to share her children's youth. To-day Marian Jacks puts within the reach of every woman a grace, freedom and spontaneity that nothing can destroy. With correct support (she insists) motherhood should be one of the pleasurable and invigorating experiences of a woman's life; it should neither lessen her charm nor detract from her elegance. On your next visit to London, Marian Jacks and her staff will be pleased to receive you in her Bond Street Salons and discuss any problem you may care to put forward.

Marian Jacks

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Marian Jacks is London's most celebrated corsetière. Each garment is individually designed and fitted. If, next time you visit England, you are unable to call at her Bond Street salon, please write for her booklets—particularly "Babies without Tears."

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COURT DRESSMAKERS FURRIERS and TAILORS

In view of the Coronation, which is arranged to take place on May 12, much interest is centred upon the magnificent dress to be worn by peeresses. Debenham and Freebody have made the robe pictured, in strict accordance with the regulations issued by the Earl Marshal. "Degrees of peeresses are indicated by the width of the miniver edging the mantle, the length of the train, and the number of ermine 'bars' on the cape." As this robe has been designed for a countess, there are three bars of ermine, a three-inch edging of miniver, and a train measuring one and a half yards in length. The Goldsmiths and Silver-smiths Company, 112 Regent Street, have contributed the coronet, also the beautiful jewellery, including the pearl necklace.



(By courtesy of "The Bystander.")

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(Debenhams Ltd.)

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The folding tray can be used as a separate case.

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No. 781892

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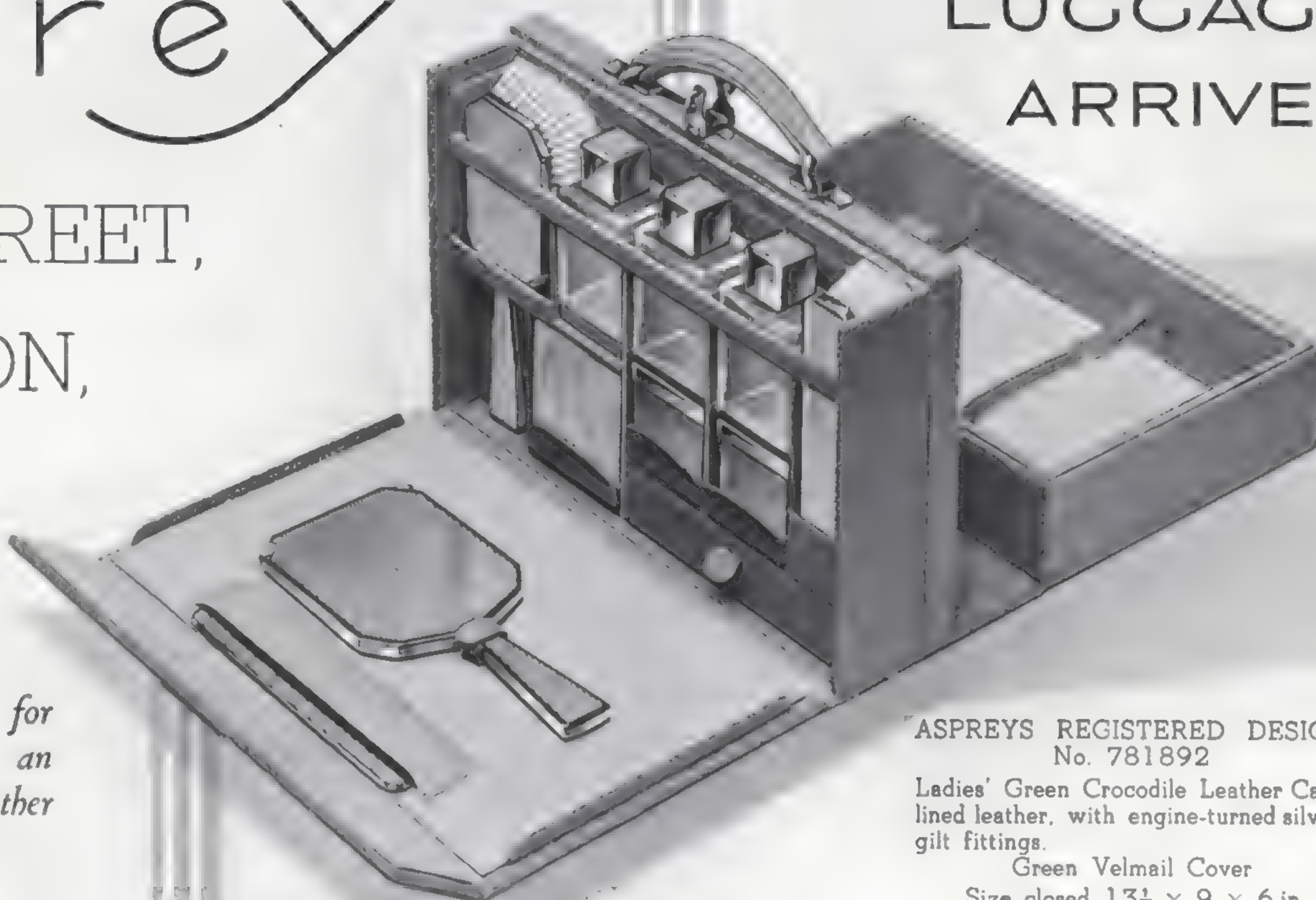
Green Velmail Cover

Size closed 13½ × 9 × 6 in.

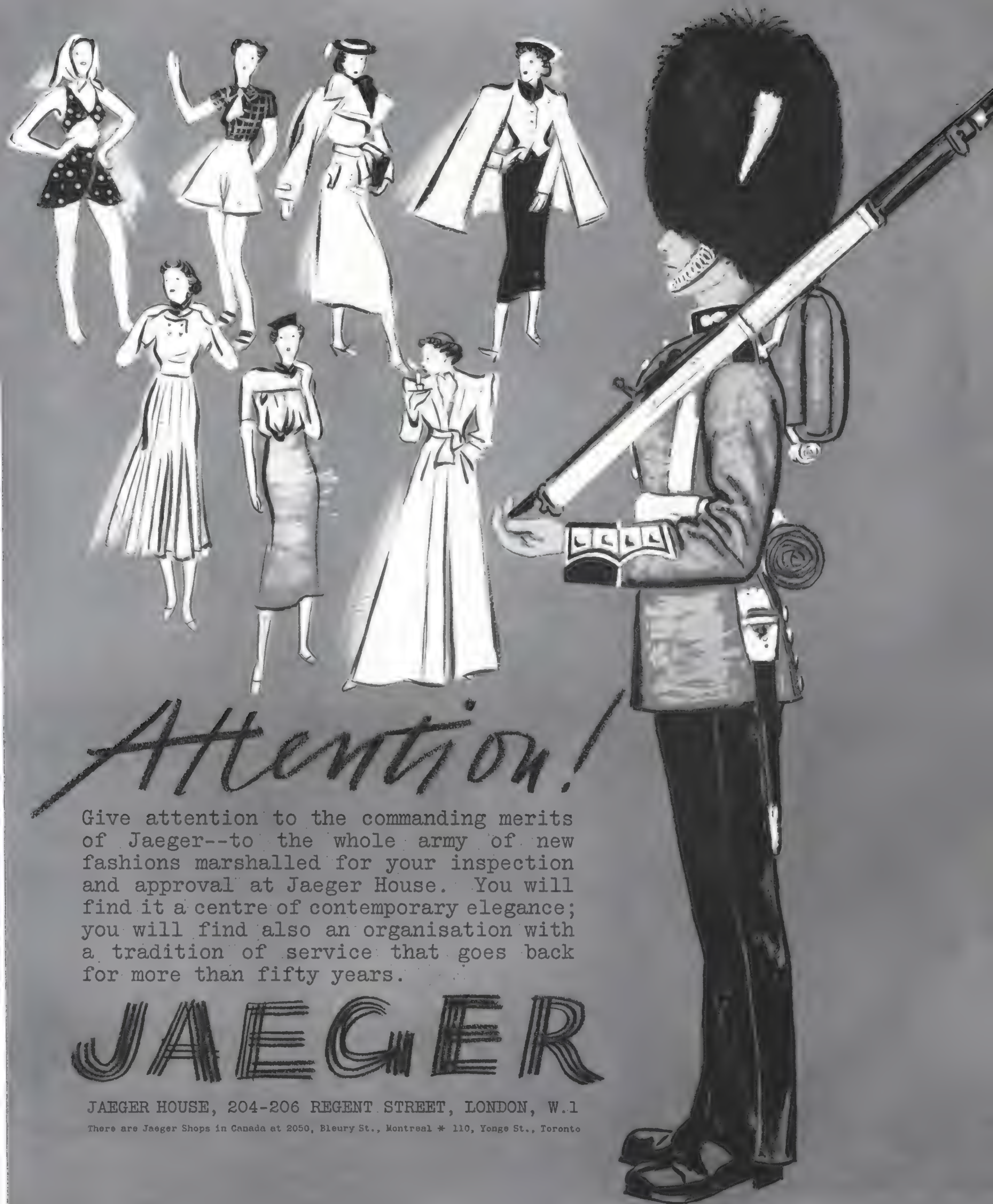
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Royal Copenhagen "Pan" Courtesy Georg Jensen

VOGUE

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APRIL 1, 1937

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SIGNIFICANT OF SPRING IS THE COVER THAT BENITO HAS PAINTED FOR THIS ISSUE: IDEALIZED LILIES-OF-THE-VALLEY, TALL AND WHITE AS CORONATION PLUMES, COVERED WITH BELLS AS NUMEROUS AS THOSE THAT WILL RING OUT IN LONDON, WHEN THE KING LEAVES WESTMINSTER ABBEY. SIGNIFICANT, TOO, IS THE MAGNIFICENCE OF THE LADY'S JEWELS, AND THE NEW BLUE-RED OF HER FINGER-NAILS

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
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EDNA WOOLMAN CHASE - EDITOR-IN-CHIEF OF THE THREE VOGUES

DÉPOSÉ

CARON

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Vogue's eye View of the London Season



CECIL BEATON

Plumes and pomp, miniver and magnificence, diamonds and cloth of gold (of which the girl above is a fantastic apotheosis)—these are getting to be rare enough in a world coloured mainly by proletariat mufti and Hollywood make-believe. But even if Outward Form is now kicked in the face everywhere on the globe, it still makes a strong stand in the British Empire, and it still grips the imagination of the world—as the tremendous trek towards England this spring clearly proves. Cecil Beaton's flight of fancy above probably symbolizes every American girl's dream of making a curtsy to Their Majesties. But whether you enter the Throne-Room or merely watch the proceedings from a curb of Hyde Park corner—just to be in London this season is to be part of the greatest pageant this generation may ever see.



GLOBE

His Majesty's Smile

KING GEORGE VI.



SENTIMENTAL BACKGROUND FOR A CORONATION

ONE of those old plush Family Albums, fitted with a lock and heavy with thick, gilt-edged leaves in which yellowing photographs are inlaid in square and oval windows. "And that is great-grandpapa, they called him Bertie, too; that is his nephew, the Kaiser, we never mention him in the schoolroom; that is a foreign cousin who always makes us laugh; and that is...."

It is appropriate to speak of Family Albums, for not only does every royalty collect and assemble photographs (and even newsreels), but there is not a royal sitting-room in the world that is not plastered with them to the ceiling, from the boudoir in Sandringham to that pathetic collection of the last Czarina's, forever embalmed at Tsarskoye-Selo for the benefit of Intourists....

The Royal Legend fascinates the Family most of all, and they take criticisms of their ancestors very seriously; even gentle Lytton Strachey was never received or forgiven. There was quite a tussle behind the scenes to get Housman's *Victoria* released next June. Their sense of humour—royal circles have been observed helpless with laughter—has its blind spot. They are loyal, clannish, yet unaccountably and cheerfully let one of their favourite princesses go bankrupt (in a very private composition with her creditors), saying that they sympathized greatly and that it wasn't really her fault, as her equerry and comptroller had been extravagant and unbusinesslike.

Some of the royals are very affluent, while others must husband their gasoline. Their private councils decide money and jewel allocations on principles never disclosed to the understanding of common mortals. Like other families, they have their poor (but witty) relations with one foot in vulgar trade, and a penumbra of cousins on the fringe. Far from being animated wax-figures, they are quite human; and act so convincingly, and with such amiable patience, that one supposes—almost one hopes—that a human reaction follows when the curtain falls, and, turning angrily on the nearest equerry, the Royal Person, departing after a tedious function, exclaims, "Why on earth didn't you get me away earlier?"

Our first image in the Royal Album is that of the new Queen, our first consort in centuries not a royalty born. She was brought up partly at Glamis Castle, partly in an old Queen Anne house in Hertfordshire, and is quite as English as she is Scottish; for her mother is a Portland

The crown of the King-Emperor, and the great Empire he will rule—the whole majesty of the Coronation is symbolized in this painting by the artist Pierre Roy for the cover of British Vogue's forthcoming Coronation Issue



connection, of the Bentinck family, originally Dutch. She is the youngest but one of a family of ten, and she has had the best social training known to man—to be part of an enormous family enjoying a perpetual house-party.

When five, she met the future King: he remembers this, for he was ten. The elder sisters all made good, but unsensational matches, with Lady Elizabeth inevitably one of the bridesmaids. When war turned Glamis and its eight-foot walls into the pleasantest of war-hospitals (her mother, characteristically, ran it like a house-party with introductions all around), she knitted all day like a Barrie heroine.

Her family is very Jacobite, the real article, not the Coburg *Schwärmerei* of Queen Victoria. It was during the War that she saved Glamis in a fierce fire by getting the fire-brigades and organizing the staff to save the Stuart and other relics, a sign of initiative on the part of a very junior member of the family group. When she came out, some thought her the best dancer among the *débutantes*, and she acted as a hostess at home, when her mother was ill, to a party that included her future husband—whom she had already met through her friend, Princess Mary. That is how it began....

The Queen's eldest daughter, the world's most important child, shares the British Public's affections with Shirley Temple (the two are slightly confused together in the popular mind). She sees selections from her fan-mail, has no nerves at all, has to apologize for too-witty replies, is not being overeducated, but has been told what she is in for....

Queen Mary is the Family Organizer—with a touch of the historian—and in other circumstances would have made a highly successful gallery director, museum chief, or store buyer. She has found scope in overhauling, weeding, increasing and arranging the immense, but mixed collection of furniture and works of art that she found crazily scattered among the Royal residences. She is also the most popular of the Family, and there is a greater glamour, in cold box-office figures, about her many appearances at film *premieres* and theatre shows. This is odd because, temperamentally shy and sensitive, she has suffered from a certain stiffness and lack of the more obvious charm of Queen Alexandra.

The difference between the two queens was, in fact, dramatic; for Alexandra combined her public charm with a (Continued on page 163)

Queen Elizabeth, the Princess Elizabeth, and the Princess Margaret Rose cross the ancient threshold of Glamis Castle, the Queen's ancestral home, which is as old as Scottish history; as old as the legend of Macbeth and Duncan





CECIL BEATON

THE DUCHESS OF MARLBOROUGH

Well known to America is the Duchess of Marlborough, one of the younger English peeresses, who was in Palm Beach last winter. Attractive, a good golfer, a beaver at charity work, she is the chate-laine of historic Blenheim Palace. Her two sisters are Lady de Trafford and Lady Stanley, whose husband is Lord Derby's heir



CECIL BEATON

THE DUCHESS OF SUTHERLAND

Down through history, all the Duchesses of Sutherland have been famous beauties, and the present one, born Lady Eileen Butler, more than lives up to the tradition. Up at Dunrobin Castle, the Scottish seat of the Sutherlands, the Duchess, a real authority on needlework, helps to guide the Sutherland tweed industries



LADY LOUIS MOUNTBATTEN

CECIL BEATON

Lady Louis Mountbatten, whose husband is a cousin of the King, lives, when she's not travelling, in a real American penthouse atop a London apartment building built on the site of the house she inherited from her grandfather

Lady Castlereagh is clever, witty, attractive, and likes politics almost as much as does her husband, the Marquess of Londonderry's son. Some day they'll come into the vast Irish estates, London town house, and famous Londonderry jewels



LADY CASTLEREAGH

Lady Brownlow is the wife of Lord Brownlow, who was lord-in-waiting to King Edward VIII. They live in Belton House, the famous country place designed by Sir Christopher Wren. Her sister, the Hon. Mrs. Richard Norton, is also a beauty

Lady Diana Cooper, whose fine, sculptured beauty became universally known in "The Miracle," is the wife of the Minister for War and the sister of the Duke of Rutland. Her house is one of the most picturesque in London



LADY BROWNLOW



LADY DIANA COOPER

THE SINGULAR CASE OF ANDREW W. MELLON

A practical Pittsburgh banker becomes
a fabulous figure in the world of art

by Frank Crowninshield

DURING the past four years an increasing number of people—labour leaders, for example, professional politicians, Fascists—even the President of the United States—have been asking rude questions about the rich in America and the menaces so darkly implicit in them.

“Why,” they have asked—and with little of Lord Chesterfield’s urbanity, “should rich men be tolerated in a State as Utopian as ours?” They have even gone so far as to point to sinister examples, and suggest measures of reprisal.

But, as far back as the 'Nineties, similar questions were being asked of the Morgans, Rockefellers, Harknesses, Whitneys, Vanderbilts, McCormicks, Kahns, Carnegies, Corcorans, Havemeyers, Altmans, Fields, Wideners, Fletchers, Walters, Clarks, Mackays, Friedsams, Nelsons, Libbeys, and others like them.

In Pittsburgh, for example, they were pointing to two men who were hiding behind the city’s smoke-screen and amassing fortunes of menacing proportions by slaving relentlessly, and forcing others to slave with them, in the ignoble galley of Big Business. They said that these men—fellow Pennsylvanians and friends of close and long standing—were motivated by venal aims; that the love of Money and Power controlled the orbit of their lives; that they were fighting with unfair weapons—coke, coal, iron, steel, banks, railroads, and even so base a bludgeon as a whiskey distillery. And, finally, they had no thought whatever of the ultimate public good.

People were still asking the question when one of the two sold out his interests in steel, coke, and iron and came to New York to live; and the other became President of the most powerful private bank in Pennsylvania and, virtually, overlord in a hundred fabulous enterprises. For a long time, the two men made no answer, but, thirty-five years later—a little less than a year ago—the ghost of Henry Clay Frick made eloquent reply when his romantic, colourful, and princely collection was finally turned over to the people of New York.

In January of this year, the question was even more impressively answered by Andrew W. Mellon, the other of those two slaves in the galley, when he presented to the American people the most important and valuable group of pictures ever held by a private hand, a group which reflects, in a very definite way, his personal and somewhat austere tastes, and his desire to give to the nation nothing but masterpieces of the very highest order; also a magnificent building to house them, designed by John Russell Pope, to be known as the National Gallery of Art; also an endowment for future acquisitions. To this building will gravitate many of the greatest paintings now in private hands in this country.

Four of the pictures in Mr. Mellon’s Collection appear, in full colours, in this issue of *Vogue*. In Washington, these pictures are now to be seen hanging flanked by five Rembrandts, Holbein’s fine portrait of Prince Edward, two other Vermeers, a Dürer, and a Greco. Near-by is the great Memling “Man with an Arrow” once attributed to Van der Weyden and long in the Metropolitan Museum; also there is, near-by, Gerard David’s “Rest on the Flight to Egypt,” which Mr. Mellon acquired from the J. P. Morgan Collection.

Not far away are all the Italian pictures, while the famous Dreyfuss sculptures are temporarily stored, together with the (Continued on page 142)

VOGUE is fortunate to be able to reproduce on the next four pages four memorable paintings of the Mellon Collection.

The first of these magnificent portraits is by Francisco de Goya, the Spanish master. Painted between 1805 and 1810, it was purchased for one hundred and fifty thousand dollars.

The second, by Vermeer of Delft, with his monogram in the tapestry background, is supposedly a portrait of the artist’s wife. Acquired for two hundred and ninety thousand dollars, it is reproduced in full size.

The third, a masterpiece of Flemish art by Roger Van der Weyden, famed particularly for the painting of the transparent fichu and the batiste wimple, was acquired for two hundred and fifty thousand dollars.

The fourth portrait was painted at the end of the fifteenth century by Giovanni Bellini, the greatest of the early Venetian painters, and master of Titian and Giorgione. Only twelve inches by ten, it was purchased for two hundred and eighty thousand dollars.

The four paintings are reproduced by courtesy of the A. W. Mellon Educational and Charitable Trust. They were photographed in full colours by Fernand Bourges.



Senora Sabasa Garcia, by Goya



Portrait of a Young Woman, by Vermeer



Portrait of a Lady, by Van der Weyden



Portrait of a Youth, by Bellini

GENTLE READER, COME WITH ME

A personally conducted tour of this issue

TO help you get the most out of Vogue, we'd like to take you through this issue, pointing out just what was in the back of our minds when we planned these pages; just why, out of a world of clothes, we picked those we did; just what this issue holds for you and you and you.

If you have the pioneering instinct in clothes and like to be a trail-blazer—here's what we'd point out for you. There's that Alix on page 84, an undecipherably draped dress of shaded green jersey which, without mincing words, is one of the most spectacular that came over from Paris. There's that brazen gipsy dress on page 88, which only some one with the figure of Kay Francis should dare. There are those four Lelongs on pages 90 and 91—all vividly striped, all on the theatrical side.

There's that Paquin suit with the zebra-striped jacket on page 104. And near it there's that unforgettable plaid coat. There's that imposing house-coat with purple satin trousers, on page 89, demanding an imposing house for a background. There are all those flower flippancies, flower bedecked gloves, giddy hats, even a silly butterfly fan, on page 102—things that must be worn with assurance and wit, things that, like humour, will be dulled by constant repetition.

If you're less adventurous and pass up mad extremes for quietly sophisticated, distinguished, easy-to-wear clothes—may we guide you to that super-civilized Vionnet suit on page 82, which so subtly combines grey, white, and brown. To that Vionnet dotted ensemble on the facing page with its big-brimmed hat. To that wonderful town coat of black silk alpaca on page 86—the perfect formal, but not fussy outfit to wear for afternoon weddings, races, and five-o'clock tea. To that serene madonna evening dress on page 81, which is ageless, timeless, and so easy to wear. To the Patou on page 86b. To all the little sailors you see in this issue, for don't think this is a season of nothing but flighty hats. Sailors are everywhere for young and old.

If the country is one of your major interests, allow us to point out: Those international country clothes on pages 108 and 109—snap-shots which one of our editors brought back from England and that talked-about resort, Mittersill in Austria. They cite what the international crowd really likes to wear. Here's a new British polo coat for you, partly fitted, partly belted. Here are the new mauve, purple, and raspberry shades that are cropping up in the country. Here, on a lady in Kitzbühel, is that little boy's cap of felt that women own by the dozens in every colour. On her, too, a grey jersey jacket copied from an Englishman's jacket.

On pages 100 and 101 is another collection of British country clothes—most of which would make dependable and classic backlogs in your wardrobe. We'd like to recommend to a woman with grey hair that purple tweed suit. To a college girl, that gay Union-Jack plaid suit and cape. To almost everyone—that plaid top-coat.

If you're a daily worker, tied to your city desk—here's what we'd like to pilot you to. To any of those Molyneux suits on page 105, which can be worn more than one season. To that grey worsted British suit on page 101, which makes it possible to leave your office on a Friday night and go, in the same suit, to the country. To the two all-American favourites in navy-blue and white on page 86a. To the lightweight woollen suit on page 111 with a lingerie blouse. Think of all the ways you could ring changes on this—with a dark crêpe blouse, a linen blouse, a piqué waistcoat, or a sweater. For restaurant dinners and the movies, you will want something softer, like the sheer dress with a grosgrain neck-line, (page 112), covered by a full-length redingote coat.

If London and the Coronation is on your spring itinerary, let those four pages of British peeresses (70-73)—with their typical British formality of dress and their important jewels—tip you off to the formality that London—more than any other city in the world—expects of her visitors. Do put in your trunk something as superb and formal as that beautiful white dress and sable-trimmed coat shown on page 94. Tear out that page of "London shopping for the American," page 118, and use it as a Bible when you get out of Waterloo station. Look up those young British designers whose clothes are shown on pages 100 and 101. And if your husband is going with you, hand him that article, "What Every Man Should Know If He's Going to London," on pages 154-7. He'll thank you.

If you have to go the fashion road on a shoe-string—study, before you start shopping, all the pages of French Importations—study them to accustom your eye, prepare your mind, forewarn and forearm you of the lines, colours, and silhouettes that are important. Groundwork like this will be of inestimable value. Many of these importations will be adapted for less expensive clothes, and, if you know what's what, you can buy wisely. For instance, get a ribbon bolero like that on page 90 to wear with dinner-dresses.

Specifically, there are many things in this issue for you. Why not stimulate a dress with a sash and flowers like the yellow ones on page 94? (Continued on page 165)



HERE BEGIN 16 PAGES OF
PARIS
IMPORTATIONS



HORST

Opposite: Eyes to the hems of these swirling gowns. Maggy Rouff weights a nimbus of palest pink chiffon with flowers (Salon Moderne, Saks-Fifth Avenue). Alix, high priestess of the whirling dress, brings white mousseline to earth with a blue band (Jay-Thorpe). Above: Vionnet's fluid dress of white crêpe opens to show a madonna-blue facing, a blue slip (Salon Moderne, Saks-Fifth Avenue, New York, Chicago)

PROOF positive, on these and the following pages, that the new fashions are to act in by night, to live in by day. Vogue has been stressing this point from the very earliest reports of the Paris Openings, and here, in these Importations, is the whole story summed up. The evening is sheer Theatre—an outlet for any part you want to play. By day, you return to being yourself—and a more charming and interesting self than you may have guessed yourself to be.

There's a new easy fit that still shows the figure—Vionnet brings it about with her loose-hanging sleeves (page 82). There's originality and invention in her coat that is two-thirds soft woollen and one-third printed surah (page 83). For a new austere elegance, see Schiaparelli's long black alpaca coat (page 86). To express the full significance of its sophistication, wear it with her black satin-and-horsehair funnel of a hat. For clothes that are a delight on any occasion, and never too much dressed up for any time of day, look at the Molyneux suits on page 86a, with their enchantments of white piqué. And Paris supplies, in profusion, the little printed dresses that Americans love—often touched with humour as in Schiaparelli's dress of black silk crêpe printed with white turtles.



HORST

The great Vionnet at her best. The way she puts together a grey jersey jacket, brown skirt, white buttons, and a tailored white blouse convinces you you've never seen these colours before. And look at those new loose sleeves. Rose Descat grey felt hat. Complete costume imported by Saks-Fifth Avenue, New York and Chicago

VIONNET VERDICTS



Again, the incredible Vionnet distinction; and again those new loose-hanging sleeves. It's a navy-blue wool coat with blue-and-white dotted surah silk inserted in the bodice—the same silk that's in the dress beneath. Blue straw sailor by Talbot. Ensemble and hat imported by Saks-Fifth Avenue, New York and Chicago



Left: Alix, your favourite sculptress, takes shaded green jersey as her medium for a dinner-dress, with swerved folds in the bodice, a fluted fall of jersey fettering the skirt (Henri Bendel). Right: More of Alix's plastic drapery—a sleek black jersey afternoon dress, with a crumpled neck-line (Bonwit Teller)



FOLD UPON FOLD

Left: Francevramant constructs a corsage of banked folds on a red jersey dinner-dress; adds a draped bolero (Jay-Thorpe). Right: Alix's white jersey dinner-dress turns you into a Parian marble statue. Folded panels smooth out across the bust, and knot into the sweeping drapery of the torso (Jay-Thorpe)



SILK ALPACA TOP-COAT

Far left: Schiaparelli authors this black crêpe dress, printed, for good luck, with humorous little white turtles. Think of it for yourself: how it would send you scudding into spring. The neck-line is a born flatterer: skirt is mildly full. (Salon de Couture, Bonwit Teller)

Left: Schiaparelli rustles up a superb silk alpaca top-coat, with square, underslung pockets that give it the lean, racy look of a Duesenberg. Wear it over dead-black or black-and-white prints, adding, perhaps, that wrapped hat of black horsehair and satin. (Bergdorf Goodman)



HORST



Above: Molyneux, cherishing the sixth-form schoolgirl look, starts with a short-sleeved navy-blue wool dress, adds a round-edged jacket, a naïve piqué collar. (Bonwit Teller). Right, a blue wool suit, with a big white piqué bow for that scrubbed look (Bergdorf Goodman)

Left: Chanel, well aware that to most women navy-blue and white is as much part of spring as flower catalogues, gives you this navy-blue suit, striped narrowly in white, with a childish white linen blouse, a squarish jacket, a skirt imperceptibly full in front (Henri Bendel)



Draped or Dresden

In Patou's Collection appears this wide sash, of a Persian print as exotic as sandalwood, spanning the waist of a blue crêpe sheath. The cape, print-bordered, comes up from the waist to screen one shoulder, drape one arm

First, opposite: Lanvin, in the porcelain-figurine spirit that is sweeping Paris, takes a dress of wave-green tulle and traces on it fantastic scallops of tulle braid, first for the uneven collar, then in deeper relief on the hem

Second, opposite: Lanvin piles up white organza for this garden-party dress, as young as a new moon with its heaped-up elbow-length sleeves, its sash of taffeta ribbon applied down the snow-drift skirt. (Bergdorf Goodman)





Alix swathes you with a gipsy's hip-band, from which flows a gathered, up-in-front skirt of blue grosgrain, gashed with insistent red. The bodice is a mere wisp of chiffon, which is shirred in front and folds across the shoulders (Russeks)

Gipsy swish



Fan-tail sweep

Schiaparelli lets down a peacock train from the lowered waist-line of this front-buttoning tussur house-coat in fuchsia-pink, and spurs it with purply-blue satin pyjamas. (Bonwit Teller has the pyjamas; I. Magnin, California, the pyjamas and house-coat)



Lelong dips his hand into whirlwind colour—inspired, perhaps, by the Constantin Guys exhibition—for these dresses from his collection. Left, he puts a ribbon bolero over a romantic, ruffled tulle dress (Salon Moderne, Saks-Fifth Avenue). Right, he winds a crêpe shaft with bold stripes, narrowing to minimize your waist



It takes an artist's hand to play with the strange, trenchant colours that Lucien Lelong fuses here so subtly, so beautifully: the beige and blue and orange and grey of the four great vertical stripes on that mousseline dress at the left (Hattie Carnegie). And the multicoloured stripes of the net dress, right, shaded and shirred horizontally



With his knack for simplicity, Mainbocher does this dinner-ensemble, teaming three colours of a print (Bergdorf Goodman)



Jungle flowers grow on this silk crêpe dress in Mainbocher's collection, and identical flowers build the fan (Henri Bendel)



R. B. H.

HOW TO SAVE YOUR FACE

(2) - PRESCRIBE A GOOD TONIC

THE first of this vital series on saving your face was devoted to a succinct survey of the subject of creams (refer to your March 1 Vogue). Herein we take under discussion the matter of tonics and astringents. The distinction between these preparations seems rather vague, except in the minds of those who have learned their lessons in the rituals of the beauty salons, and these ABC tenets are intended to give you an idea of what to buy for your particular face, and how to use it when you have it.

TONICS. A tonic is intended primarily to refresh the skin. It is labelled as tonic by the important makers, so you can't go wrong on that, and it should always be used after cleansing. Lots of people use cold water as a substitute, but the tonic is better; first, because it removes every trace of cleansing cream and leaves your skin feeling fresh and pleasant; second, because so much of the water in this country is so hard that it dries the skin.

Normal skins, young skins, and dry skins benefit by a tonic without any danger of drying. Oily skins, however (with occasional exceptions), are wasting their time with tonics, because what they profit by most is an astringent.

When you apply a tonic, the most economical and expedient method is to dip a pledget of cotton in cold water, wring it out thoroughly, and then saturate it with the tonic and pat it lightly on your skin. Or spray the tonic from an atomizer, which gives a fine feeling. If the tonic is chilled, it is especially refreshing.

ASTRINGENTS. All oily skins need an astringent. In an oily skin, the pore channel (that pore that is always with us!) extends down through the top layers of the epidermis into the oil ducts. As the skin breathes, oil is brought up through the pore channel, then goes back again into the ducts. If the pores in the surface of the skin aren't functioning properly, the oil does not recede, but overflows onto your face in infinitesimal bits that form the film that makes an oily skin. An astringent cuts this oil that is clogging the passageway and, to some extent, helps the pore to get around to doing its work properly again.

In buying an astringent, it is well to determine which variety your skin really needs. There are two types in almost every treatment line—average and stronger, and they are designated as such in one way or another by the various makers. The person with an oily

skin is prone to overestimate the condition (probably because it is such a nuisance), and to think that the stronger the astringent the better; whereas, a too strong agent may really accentuate the oily condition. If you can go to a salon for advice, or to a sales girl who has been trained by any of the leading manufacturers, you can find at once what type is best for your skin. Otherwise, try the less strong variety first, and, if that isn't successful, progress to the next. As a rule, an astringent that makes the skin tingle or burn is too strong for that skin. One type of skin that automatically requires the strongest astringent is the heavy, Latin type, which is continually oily, due, in great part, to the oil content of the foods that are consumed. An astringent should be used after every cleansing and always at night, and it is applied in the same manner as a tonic. When you pat on your astringent, it is always a good idea to pat underneath the chin with the back of your hand for three minutes, thus bringing up the circulation and working against a flabby chin-line.

Many of the oily-skin contingent find soap and water the best possible means of cleansing, but that doesn't mean that an astringent should be eliminated. Use one at least three times a week before going to bed.

Though not usual, a skin sometimes combines the worst features of both conditions. It is a very dry skin, but the areas around the nose are distinctly oily. If you have that type, you need no further review of its difficulties. To correct this, use your tonic in the usual way, but apply astringent over the oily portions at least three times a week, before going to bed. Another special case is the oily skin that is also very sensitive and may become temporarily red or blotchy after the application of an astringent. For this type (the exception that we noted in writing about tonics), there are special tonics for oily skins to be used in the morning and before make-up, keeping the astringent for night use.

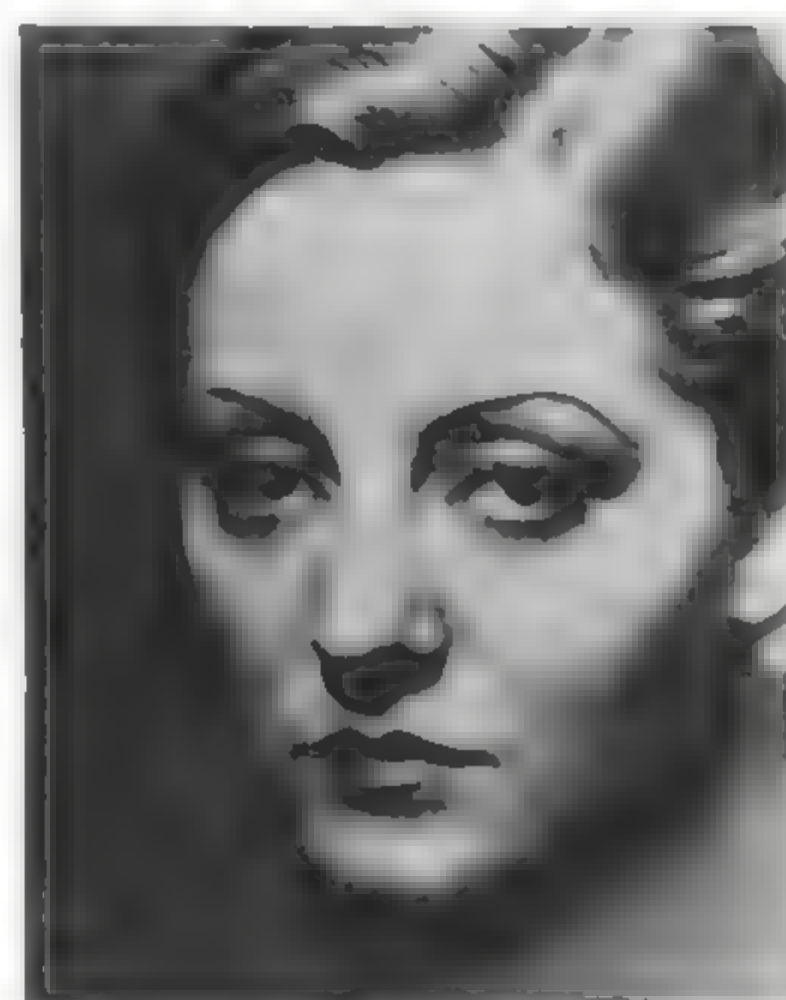
If, after absorbing this counsel, you would like to know by what names your favourite makers designate these preparations, we will be glad to tell you. Or, if you would like suggestions from us as to reliable preparations, we will supply those, too. One thing we can tell you in advance is that it is always more economical to buy the type of preparations under discussion in the large sizes.

Next article—masques.

Opposite: Aristocratic enough for Coronation Festivities is that sable-trimmed coat; yes, it's a coat of sheer white crêpe, worn over an incredibly lovely white dress, and with sable suède gloves; Hattie Carnegie; I. Magnin, California. Second: If you own rubies, by all means own this dress to go with them—all shirred white chiffon, girded with lemon-yellow chiffon; Bergdorf Goodman



COMPOSITE SCARLETT: NOTE THE HAUNTING RESEMBLANCE TO GARBO, THE ONLY ACTRESS WHO DOESN'T WANT THE PART



TALLULAH BANKHEAD



MIRIAM HOPKINS



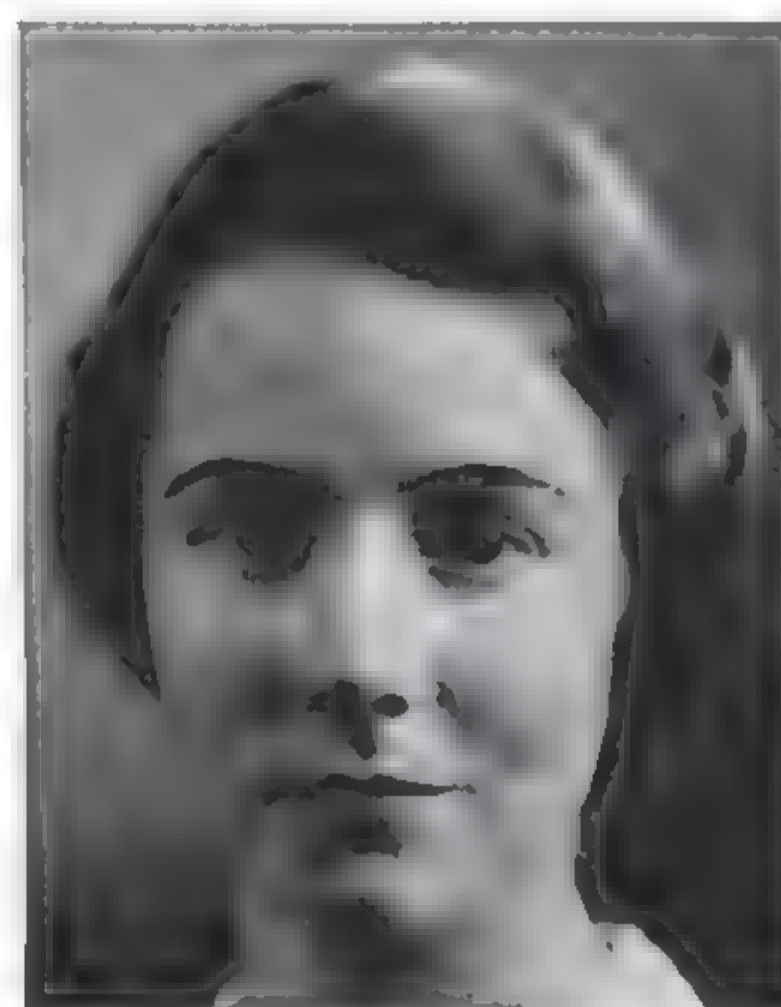
BETTE DAVIS



MARGARET SULLAVAN



SUSAN FALLIGANT



ALICIA RHETT



ADELE LONGMERE



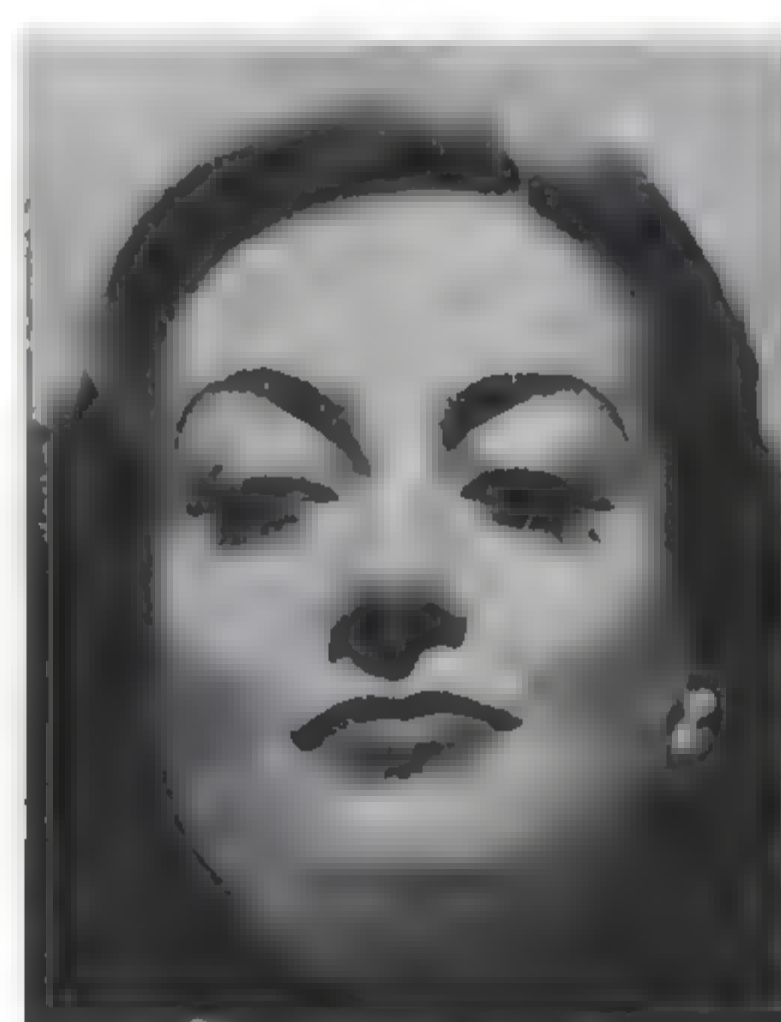
LOUISE ROBERT



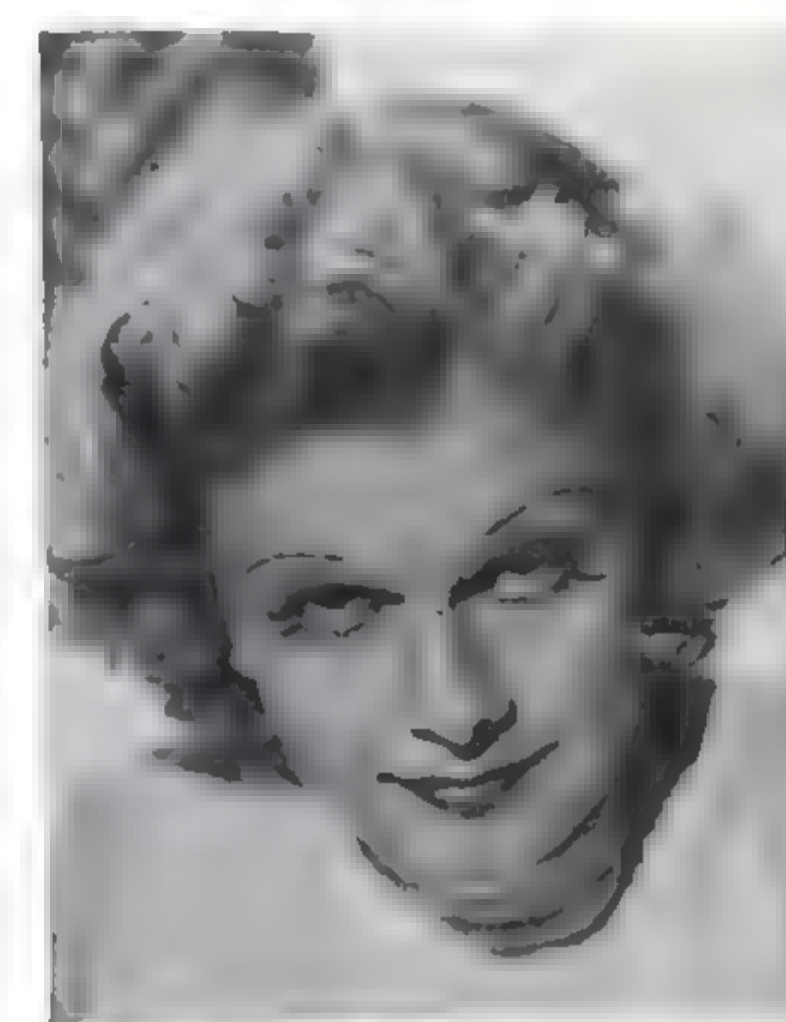
CONSTANCE BENNETT



KATHARINE HEPBURN



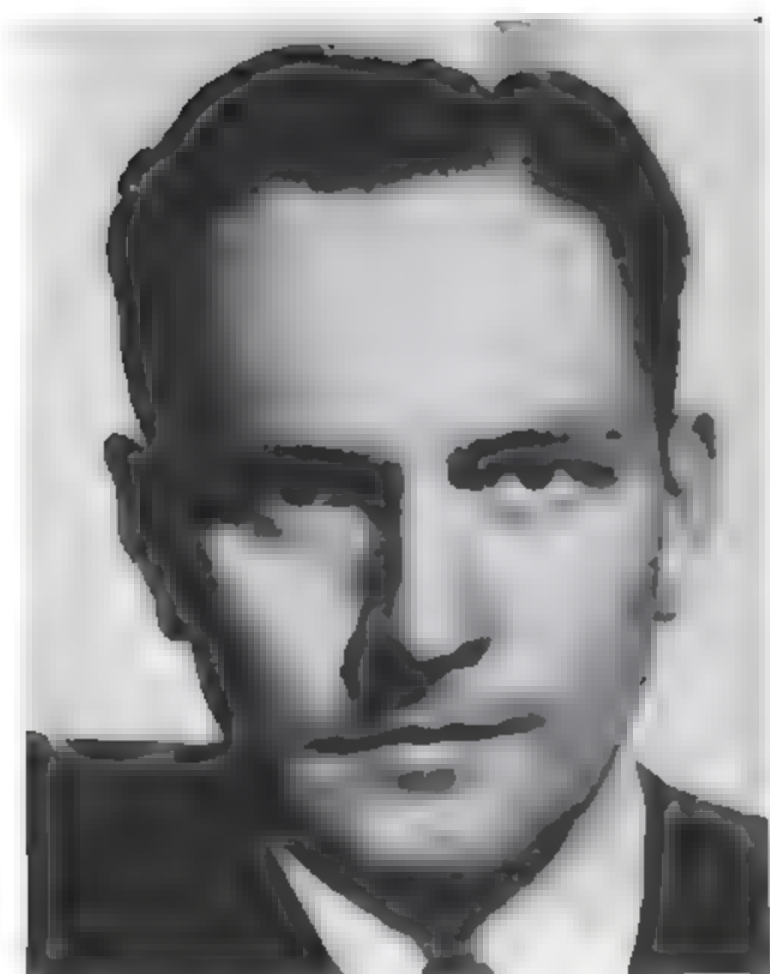
JOAN CRAWFORD



JEAN HARLOW



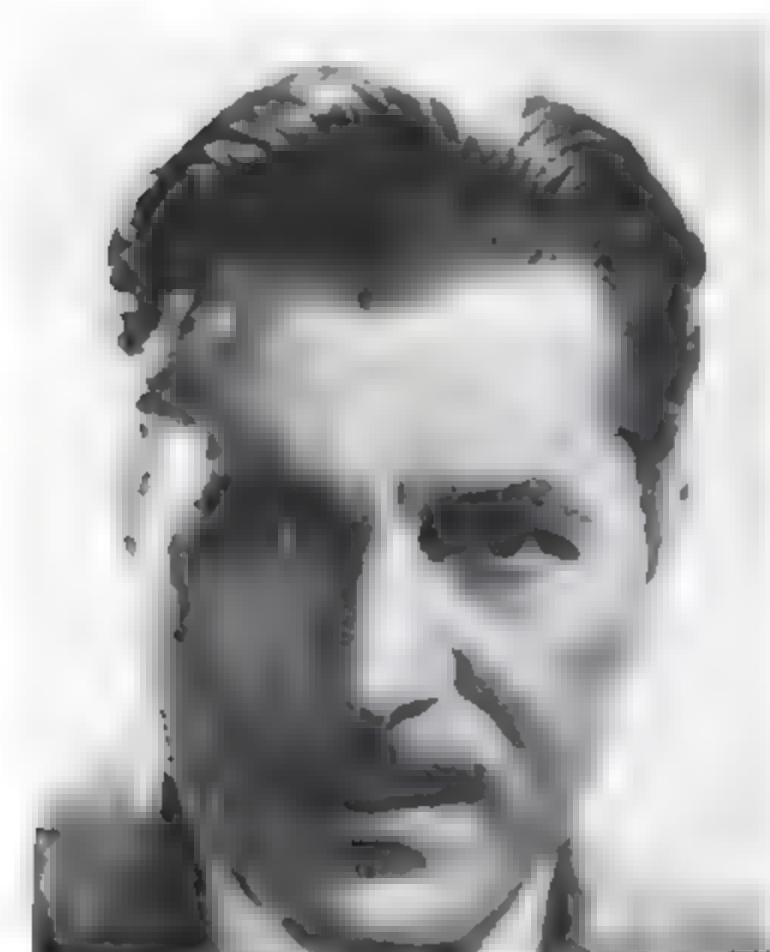
CLAUDETTE COLBERT



FREDRIC MARCH



GARY COOPER



WARNER BAXTER



WILLIAM POWELL



CLARK GABLE

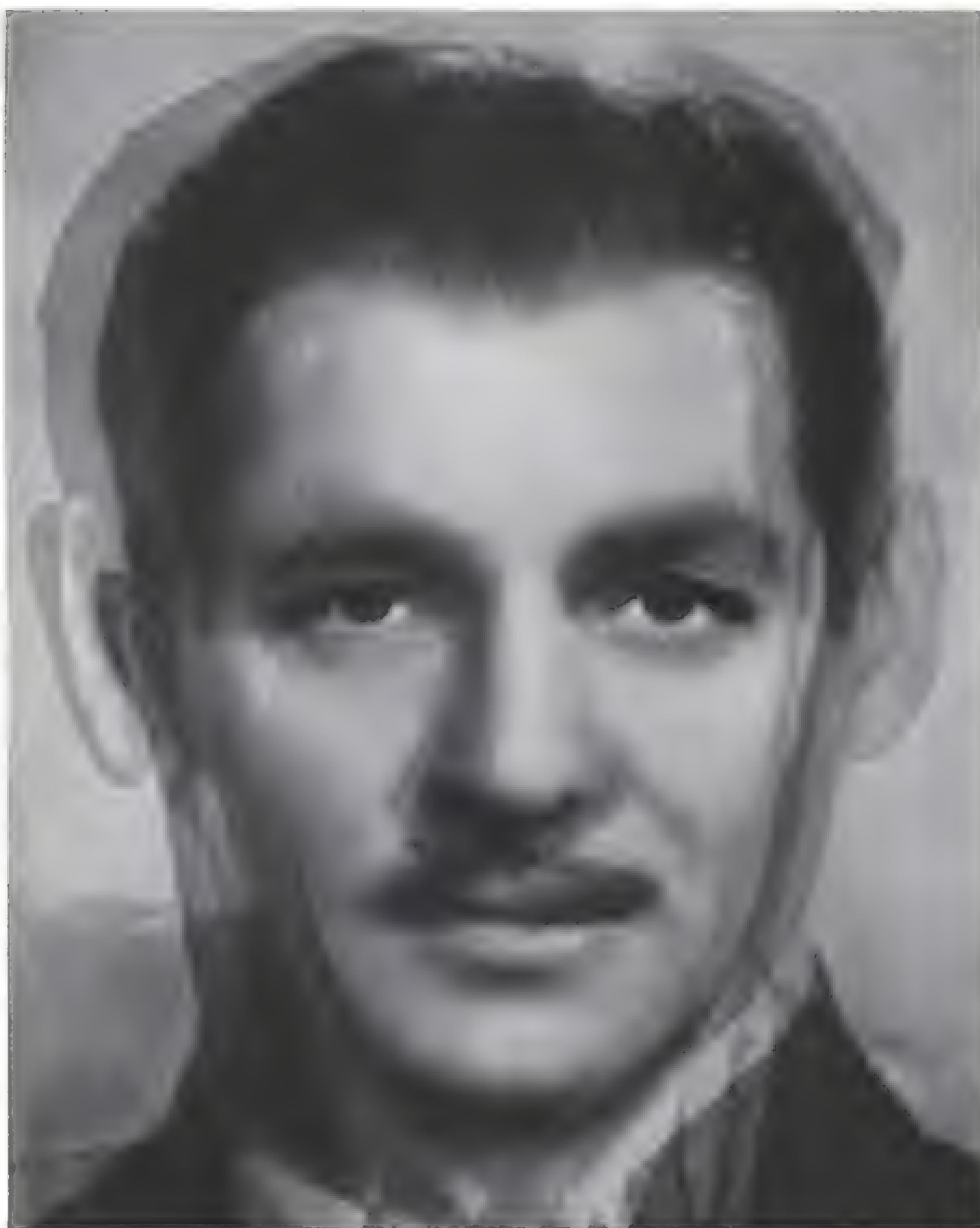


RONALD COLMAN

WHO'LL PLAY RHETT AND SCARLETT?

WHO indeed? The day that *Gone with the Wind* came off the press, David Selznick, of Selznick International Pictures, bought the screen rights from Margaret Mitchell for fifty thousand dollars (her asking-price, and a pretty modest one). He may have foreseen that the book would become a fetish, a frenzy, to some five million people. But he couldn't have foreseen that two hundred thousand of them would write him impassioned letters telling him how to cast the picture...which they did.

The two composite photographs on these pages represent the People's Choice for Scarlett O'Hara and Rhett Butler: compiled, respectively, from the six actors and nine actresses who lead the balloting. Also in Scarlett's composite countenance are the hitherto unknown faces of four girls—discovered by the Selznick representative in the Deep South—who are offered further tests. (You see them individually in the third row down, opposite.) The picture will cost roughly one and one-half million dollars. About a hundred and fifty thousand will go to the leading man; the heroine will get anywhere from that down to about twelve hundred, depending on whether she's a Name or a dark horse. Personal: We've always thought that Gary Cooper...



COMPOSITE RHETT: NEEDLESS TO SAY, THE OUTERMOST, NEBULOUS SET OF EARS WERE CONTRIBUTED BY CLARK GABLE

THE GLORIOUS TWELFTH-OF MAY

London's rank and file plume for the great day

If your magic carpet sets you down in London on the night of May 11, anywhere in the vicinity of St. James's Park, you will find great masses of people converging on the West End. Under the shadowy trees along the Embankment will be red-coated soldiers gazing into the dark waters at the flood-lit reflection of the Houses of Parliament. In the streets, gay parties will be riding on top of stalwart taxis, moving through crowds already lined along the curb by Hyde Park Corner, facing a sleepless night in order to be in their places with the dawn.

In a beam of light will be the Royal Standard, floating over the illuminated palace to which people are making their way from every direction—pearl-decorated coster families, riding in donkey-carts, moving along with cars. From bunting-draped balconies, men and women in May-fair will be watching the pageant in the streets below. For it is the eve of the great day. On the morrow will be performed the Coronation of a King.

True, it was to have been another King. But on a night in last December, driving all alone by the side of his chauffeur in a big blue car, King Edward went down to Portsmouth and sailed away in the night—doing, as some one said, “the wrong thing in the right way”—and that chapter was closed, English fashion.

But the Coronation goes on.

The actors are different, but the play is the same. “These people are,” one hears, “so suitable.” The world has always known “these people” as an unassuming and charming couple, the Duke and Duchess of York. As people are brought up to be Kings and Queens, and no one ever visualized the Duke and Duchess of York becoming King and Queen, their educations were not that of the ex-King, or even of the little Princess Elizabeth, whose destiny from birth was forecast. But it does not mean that they will do their jobs any less well.

The Queen, the daughter of the Earl of Strathmore, was born a Scotswoman of a family that has made history. The very house in which she was born, Glamis Castle, is one—legend has it—with a real ghost. It is said that only the eldest son ever sees the ghost, and only he has ever known its secret, which is passed down from father to son on the latter's twenty-first birthday. The whole of the countryside where she was born loved her when she was still a child, as the whole of England loves her to-day. (For in England people love their King and Queen on principle—and to madness, with the slightest excuse.)

Will “these people” entertain? Whom will they see? And what will this new Court be like? Naturally, society is intensely interested.

In the latter part of King George the Fifth's reign, there was practically no court life, as far as London society

was concerned. Occasionally, the Court Circular announced, in its nineteenth-century phraseology, that Major-General Sir Hotspur Blunderbuss “had the honour to be received in audience by the King, and remained to lunch.” But with the advent of Edward VIII., London society inherited a King. For the first time in many years, the King of England dined out informally at the house of friends and shed glamour over London society, to which Royalty, with rare exceptions, was something new.

The pendulum now has swung far to the right—back to the tradition of George and Mary. But as this King and Queen are young people, have their own set of friends, and the country wants them to be happy, the reign is not without promise, socially speaking. However, until after the Coronation, no one will know. For the present, they have the same problem as many other people have—settling into a new home and taking up a new life—only on a much bigger scale and with a much bigger business to carry on.

In addition to all the ordinary work of monarchs, they have to prepare for the Coronation, and all that goes on with it. So, of necessity, this will be a season in which the new King and Queen will have no “time off” for any intimate private coterie. Apart from official duties and court functions, they will probably attend only dinners at Embassies, and a few great balls given by such people as the Duke of Norfolk and Lord Derby. King George VI. is not strong, and his energies must be spared for essential work (the durbar has already been postponed), so the Duke of Gloucester, the third of the brothers, will relieve him of many duties.

But we are looking too far forward. At the moment, the day of May 12 is the absorbing topic. From early on the morning of that day, London will have to schedule the great show that has been promised for so long. From 5:30 a.m., the Earl Marshal's office has issued instructions for the ushers to be on duty at the Abbey. (These will be, mostly, the sons of peers, with courtesy titles of Marquess, Earl, and Viscount.)

At 7:30, peers and peeresses in their robes will be on the way to the Abbey, their cars meeting at an appointed spot and forming a procession that must be over by 9:30—the hour every one must be (Continued on page 139)

CEREMONY OF THE CORONET. In all the historic houses of England, the peeresses of the realm are rehearsing this gesture before their mirrors. Rehearsing for that not-far-off moment in hushed Westminster Abbey when the Archbishop places the crown on the Queen's head, and the peeresses simultaneously raise their coronets—sending a flash of gold through the vaulted Abbey



BRITISH SUBJECTS



These British triumphs are by the younger generation of English designers: fresh, gay, spirited—and yet, somehow, forever England

First, left: Digby Morton cuts this suit crisply of flecked, spongy tweed, patriotically red-white-and-blue, with taffeta bows

Two above: Digby Morton's imperial purple suit of hand-woven tweed, and its gay striped shantung blouse (Marshall Field)

Right: Digby Morton makes the fitted jacket of ticking-striped wool; pipes the blue dress to match it (Altman; Marshall Field)

Right, centre: Ann Talbot's neat jacket and short cape, cross-barred in Union Jack colours, over a navy-blue skirt, white shirt

Last: Winifred Mawdsley's superb top-coat of plaid Cumberland tweed, half-belted, buttoned with carved wood (Lord and Taylor)

AT HOME IN AMERICA



Left: What the English do so well—Lachasse's grey worsted suit and cowslip-yellow silk shirt. (Altman; Marshall Field)

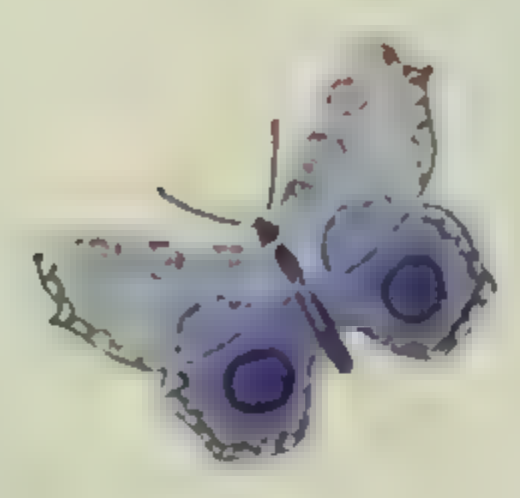
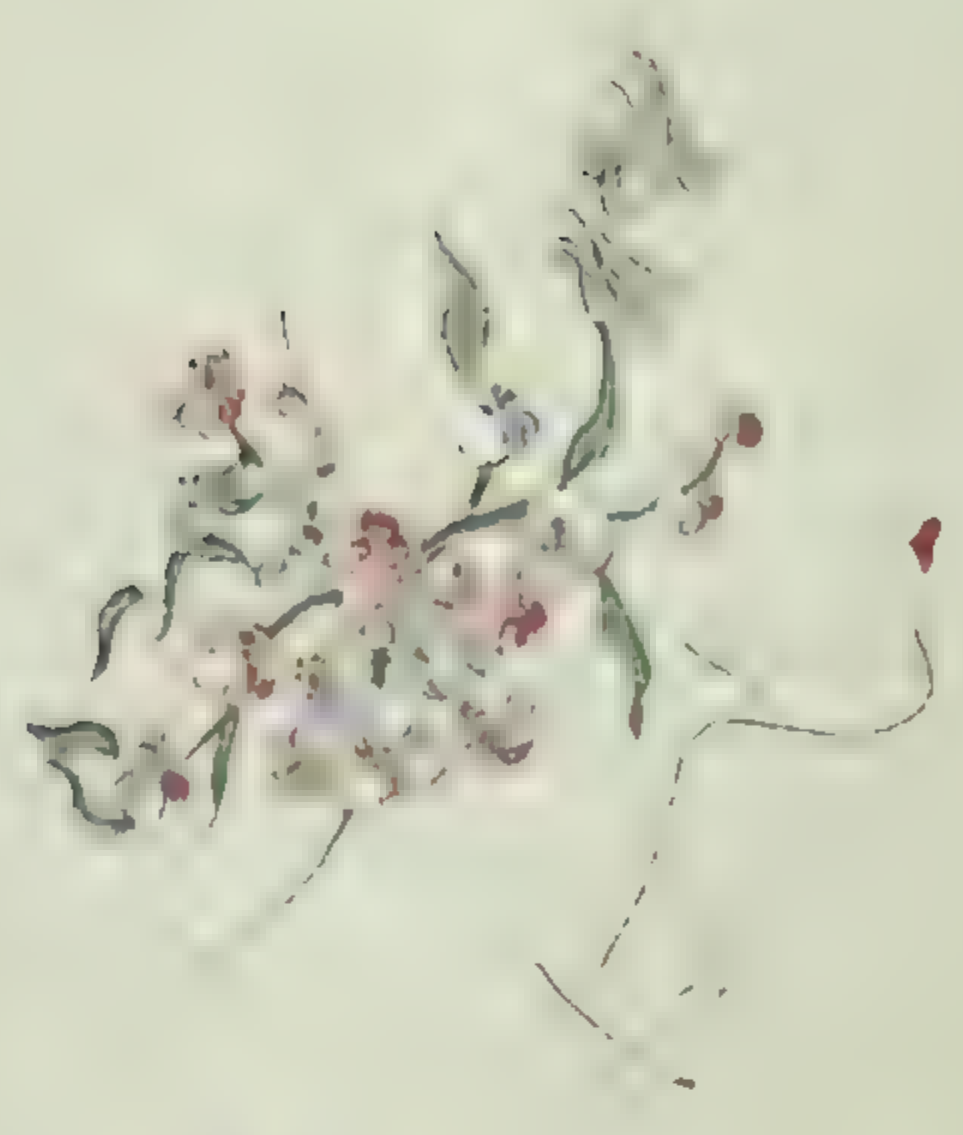
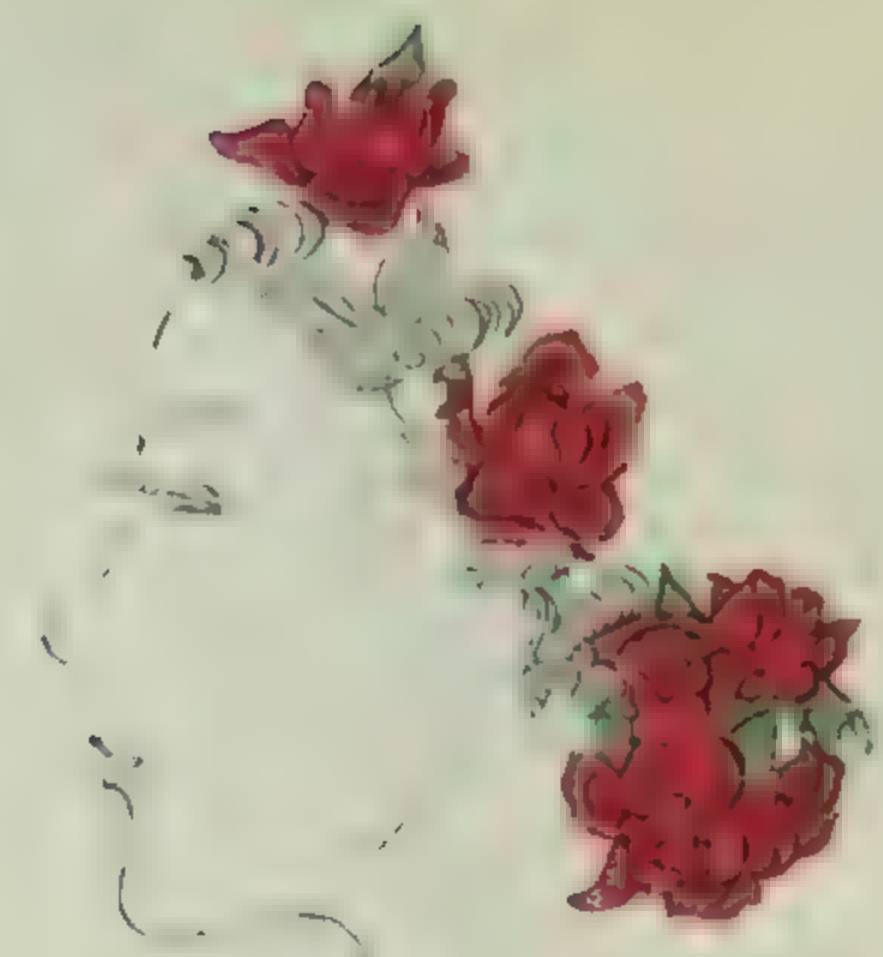
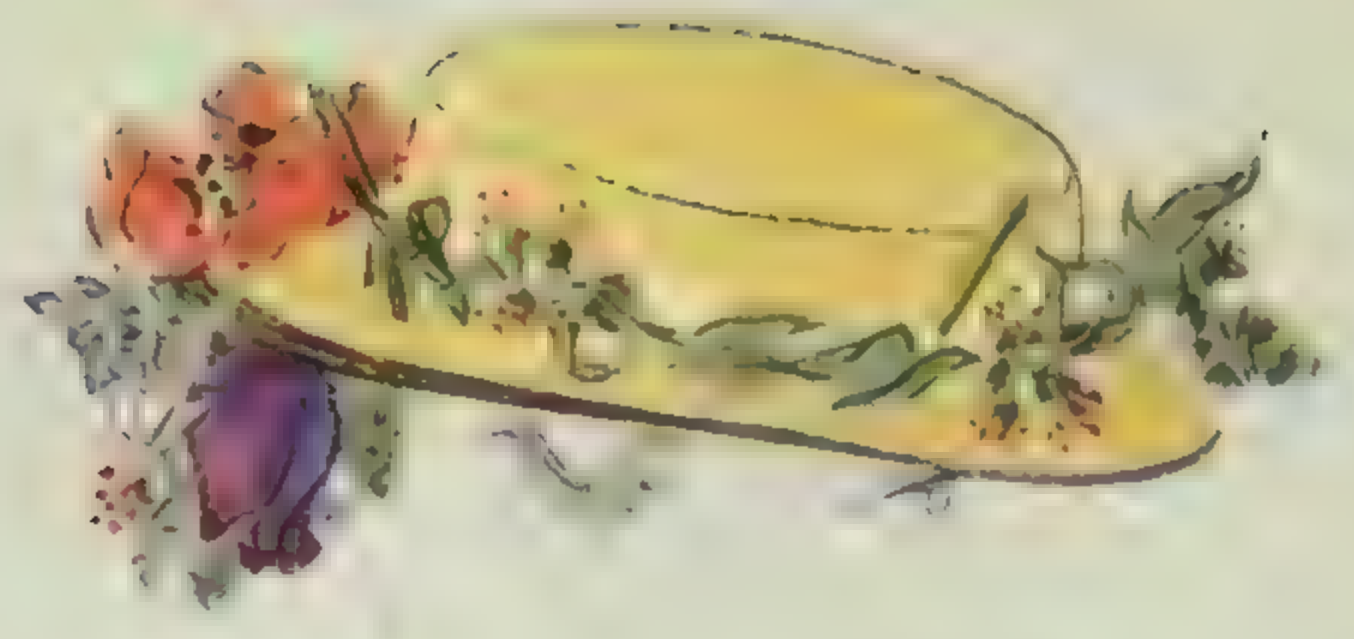
Second: British possessions—Leathercraft's coat, skirt, and jacket trio of green suède. Initialed white suède scarf. (Marshall Field)

Third: Villain-of-the-set black corduroy makes Motley's coat, with its hour-glass waist-line, bright scarf. (Lord and Taylor)

Fourth: Motley's grey wool suit gets a fiesta-day look from the escaping frills of a black-and-white crêpe blouse. (Jay-Thorpe)

Fifth: Spectator Sports rallies linen loyalists with a green print dress—and a flip scarf and wide suède belt. (Lord and Taylor)

Last: As British as Threadneedle Street—this coral Angora suit by Lachasse, with a printed navy-blue blouse. (Henri Bendel)



E. L. L. L. L.

12



1. Flowers of France: Suzy's vine of field-flowers bands a shallow hat
2. In Marcel Rochas' Collection—a wreath of flowers above a hem
3. Patou plants random red roses on an evening coiffure
4. Apple-blossoms at your nape—Schiaparelli's springtime fancy
5. Mainbocher's prim shoe of flowered crêpe, executed by Daliat-Grand
6. Schiaparelli beds bright carnations on a lacquered wicker crown
7. More levity by Schiaparelli—flowers banking a net evening glove
8. Rochas alleviates a black bolero by looping flower chains around it
9. Patou builds a bouquet, with a stem as its summit, on your head
10. Among Mainbocher's trivia—this single rose, worn at your throat
11. Schiaparelli's wand of a fan, tipped with a royal-coloured butterfly
12. Chanel's lime-green chiffon dress—a trellis for outside flowers
13. Schiaparelli's silk ventilator hat. Hattie Carnegie and I. Mag-nin, California, have it in black
14. Paquin's dwarf Gladstone, of red box-calf (Bonwit Teller)
15. Paquin achievement—this strap-ping pigskin bag (Bonwit Teller)
16. Paquin inlays this navy-blue wool bolero with lace. (Suit from Salon Moderne, Saks-Fifth Avenue)
17. Cornflowers crown Suzy's yellow straw toque (Bonwit Teller)
18. Schiaparelli's unserious fringed parasol of white cloqué, trailing from a yellow-trimmed white suède glove (Bonwit Teller)
19. Schiaparelli's jersey glove; se-quin cuff, ring (Bergdorf Goodman)
20. Schiaparelli's buckled natural buckskin bag (Bonwit Teller)
21. Mainbocher strikes a match - dotted gloves for a dotted dress
22. Beige suède and brown calf for Schiaparelli's glove (Bonwit Teller)
23. Her postman's bag, brown sheep-skin, hand-sewn (Bonwit Teller)

*Sense
and
Nonsense
in the collections*

Right: Paquin's suits were the talk of the Collections—for instance, this one, its woollen jacket marked with flagrant zebra stripes in navy-blue and white. For the young, slim, audacious. (Lord and Taylor)

Far right: Here's the Paquin coat that started a clamour—its red, brown, and beige plaid is cut on the bias in front, and is seconded by a reddish leather belt and buttons. The plaid collars the red shirt. (Best)

Below: Paquin, a past master at wearable day clothes, constructs this Lalister red tweed suit, its longish jacket clipped in at the waist. A high-necked jersey blouse in Mafia-black is played off against it. (Best)





In the Molyneux Collection—this stop-the-show greenish-beige wool dress, the colour of fresh almonds. The cardigan buttons tightly, and the fullish skirt has welt seams piped in chamois-yellow. (Bonwit Teller; and I. Magnin, California)

The Molyneux simplicity, the flair, turn up in this navy-blue woollen suit, with its uniform-white piqué revers, its collarless vest attached to the clean-cut, single-breasted coat. (Bonwit Teller; and I. Magnin, California)

One of Molyneux' reputation-builders—this classic, man-tailored suit, worked of invisible plaid in brown-and-beige, and cut, every inch of it, on the bias. The blouse is of thin sand coloured woollen. (Salon de Couture, Bonwit Teller)



VOGUE'S SPOT-LIGHT

THERE is always at this time of the year the awful desire to count up the surprises of the year. Spring and statistics, April and arithmetic. Of all the surprises, however, the oddest has been that few players pounced into the spot-light, stealing away the show, making audiences in the lobby wonder where they came from. This has been a season of good hard work, of competent acting, but of no sign of runaway talent. Somehow the stage is getting more and more sterile of handsome young men, of pretty actresses, which makes it even more difficult to believe that any one loves any one on the stage any more. Outside of young Katharine Locke in "Having Wonderful Time," no actress popped up at all. It is pretty difficult now, when every snip of green talent shoots out to Hollywood, to find any one with her tender quality. She has a gift for inflection, an ability to keep audiences focusing their emotions on her.

Almost equally surprising was the enormous energy, the recurrent flame of Igor Stravinsky, who, in an already Russian year, was everywhere. Along with the celebrations of Pushkin's centennial, with the Von Meck book, *Beloved Friend*, with its story of Tchaikovsky, was Stravinsky's own *Autobiography*, his period of conducting both the Philharmonic Symphony in New York and the Cincinnati Symphony, his tour to California to conduct several of his ballets, and finally the all-Stravinsky ballet night at the Metropolitan on April 27 and 28.

New York will then hear three of Stravinsky's scores, one of which, "The Card Party," is having its first performance. Honouring his own passion for poker, it is a strict interpretation, on tip-toe, of the game, with not only the deuces wild, but also the joker. The other two ballets are "*Apollon Musagète*," written under the influence, some ten years ago, of the ominous sulking of a Poussin landscape; and "*Le Baiser de la Fée*," a combination of the composer's love for Hans Andersen and his veneration for the influence of Tchaikovsky.

Just about as pervasive through the country, and as startlingly successful, was the marathon tour of Artur Schnabel, the foremost Beethoven pianist in the world, who is finishing his tour in New York this month. Ever since this austere logician was ten years old, when the aging Brahms kissed him and said, "*Gott im Himmel*,



KATHARINE LOCKE AND JULES GARFIELD



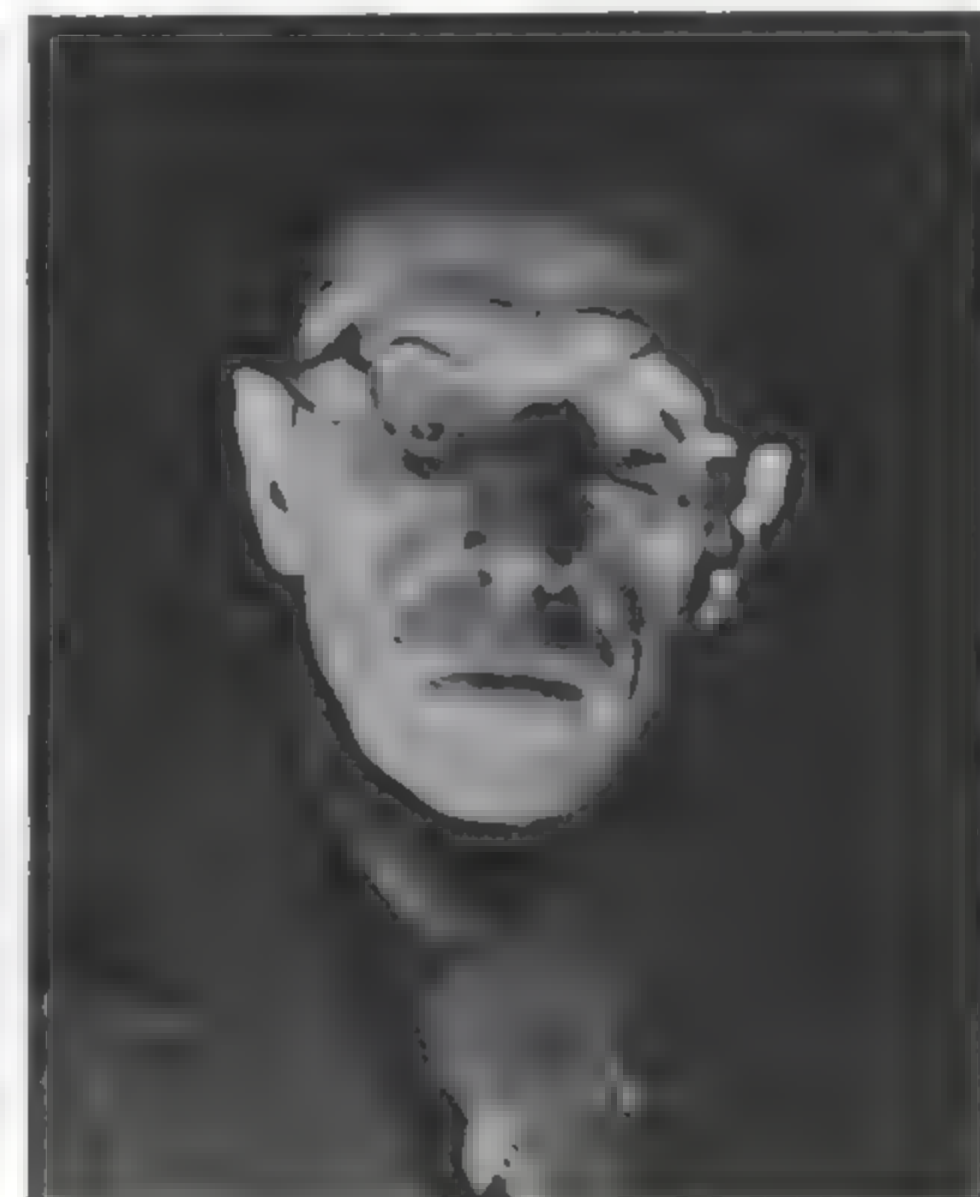
THE CONDUCTING HANDS OF ORMANDY



ARTUR SCHNABEL



FRANK CAPRA, OF "LOST HORIZON"



IGOR STRAVINSKY



RENOIR AT SELIGMANN'S



COURBET AT KNOEDLER'S



SOUTINE AT VALENTINE'S

how do you manage to play all that so *correctly*," he has been playing correctly, luminously, with an almost cellular diagram of each bar, constantly revolting against any sign of virtuosity.

Another surprise of the season is the sudden frenzy of the art galleries. They are stuffed now with fabulous paintings of the modern French. Degas has a show of his own and so has Manet. Three other galleries, Seligmann, Knoedler's, and Wildenstein, have miscellaneous collections of every one—Seurat, Courbet, Picasso, Renoir, Toulouse-Lautrec. At the Valentine Gallery, there is a Chaim Soutine, who has become one of those painters in recent years whom nobody liked particularly and whom every one talked about. His mark seems to be black and red, an earthy red, which might just possibly be a remnant from the days when he used to delude his starving stomach with portraits, larger than life-size, of haunches of raw beef.

The surprise of "The Amazing Dr. Clitterhouse" is that it is what has always been known as a "darn good evening." It isn't much of a play, but it has a superb set of crooks, with a gay Cockney touch, a certain Wodehousian or Saki light-fingeredness. Barre Lyndon, who wrote the play, is a forty-one-year-old Englishman, whose chief claims now are that he is weak-minded about automobile racing, and wrote a play, "Hell for Leather," about that sport, which is now running in London along with the London production of Clitterhouse. He keeps a ledger of the words he writes; and, since his profession is short stories and serials, he found that he wrote some two million words last year.

Among them was this play. Like all those crime tales in which the leading figure must be an authority on Ming, music, or the almost forgotten dialects of some definitely forgotten African tribe, this one is splashed with medical authority. Dr. Clitterhouse swaps slang and leads through burglaries an enormously inviting clique. These crooks are not at all sleek, slick gangsters. They are just gay souls whose profession happens to be on the left side. Sir Cedric Hardwicke and Clarence Derwent, among others, are incredibly good, with Hardwicke dignified, aloofly witty.

Of all the sets of the season, the only true scenic surprise was that of the abandoned factory set by Howard Bay for "Marching Song," that much too red-blooded drama of John Howard Lawson. Jammed with theatrical devices, racked with a dozen ideas, harassed by the dramatist's polemics, it was torn with every industrial sore. A document of union difficulties, of strike-breaking tactics, it needed less of Lawson's emotional clinical history. Like political meetings, the only people who went to see it already knew what it had to expose.



THE MAD MARXES



"THE WHIRLPOOL," THE AMAZING FRENCH MOVIE

BY ALLENE TALMEY



HALICKA STRAVINSKY BALLET SKETCH



Good tweeds are as international as sign language; the axis of a wardrobe. Here, against an English cottage, is Jaeger's new, flared, all-purpose polo coat (Abercrombie and Fitch)

Centre: Jaeger's jersey dress in hearty red, black, and white (Abercrombie and Fitch). Spring slips in by way of this mauve tweed suit touched off by a blue blouse (Jay-Thorpe)

Below: Whether or not you recognize the setting as Austria, you don't have to decipher the smartness of these Dorvill House tweeds—raspberry top-coat and skirt, and blue jacket (Russeks)

Directly below: Discovered in Munich—this wagon-wheel hat of mustard coloured felt, faced with dark green silk; a hat of peasant ancestry. From the Comtesse Wermberg Shop

Opposite: In front of the church in Kitzbühel—an Internationalite wearing a grey jersey jacket, copied from a man's tweed standby, and flannel slacks (Bonwit Teller; I. Magnin, California)



TONI FRISSELL

INTERNATIONAL CODE IN TWEEDS





The craze for baby-trimming will not be downed. Even in the darkest, simplest spring costumes it breaks forth—in sheer white touches, or a white blouse, with hand-work so fine it might have graced a christening robe

Left: Embroidered batiste gathered into a ruffled vestee for a two-piece dress of navy-blue sheer crêpe. Turner's Gowns; Neiman-Marcus. Centre: A hand-made white organza blouse with a frilly jabot, a million tucks; Saks-Fifth Avenue

Right: The collar of this dress is faintly reminiscent of a baby's bib, but much more beautiful—of hand-embroidered batiste and Valenciennes lace, fresh and white over the sheer black dress. From Rose Amado; Neiman-Marcus

CHILDISH TRICKS

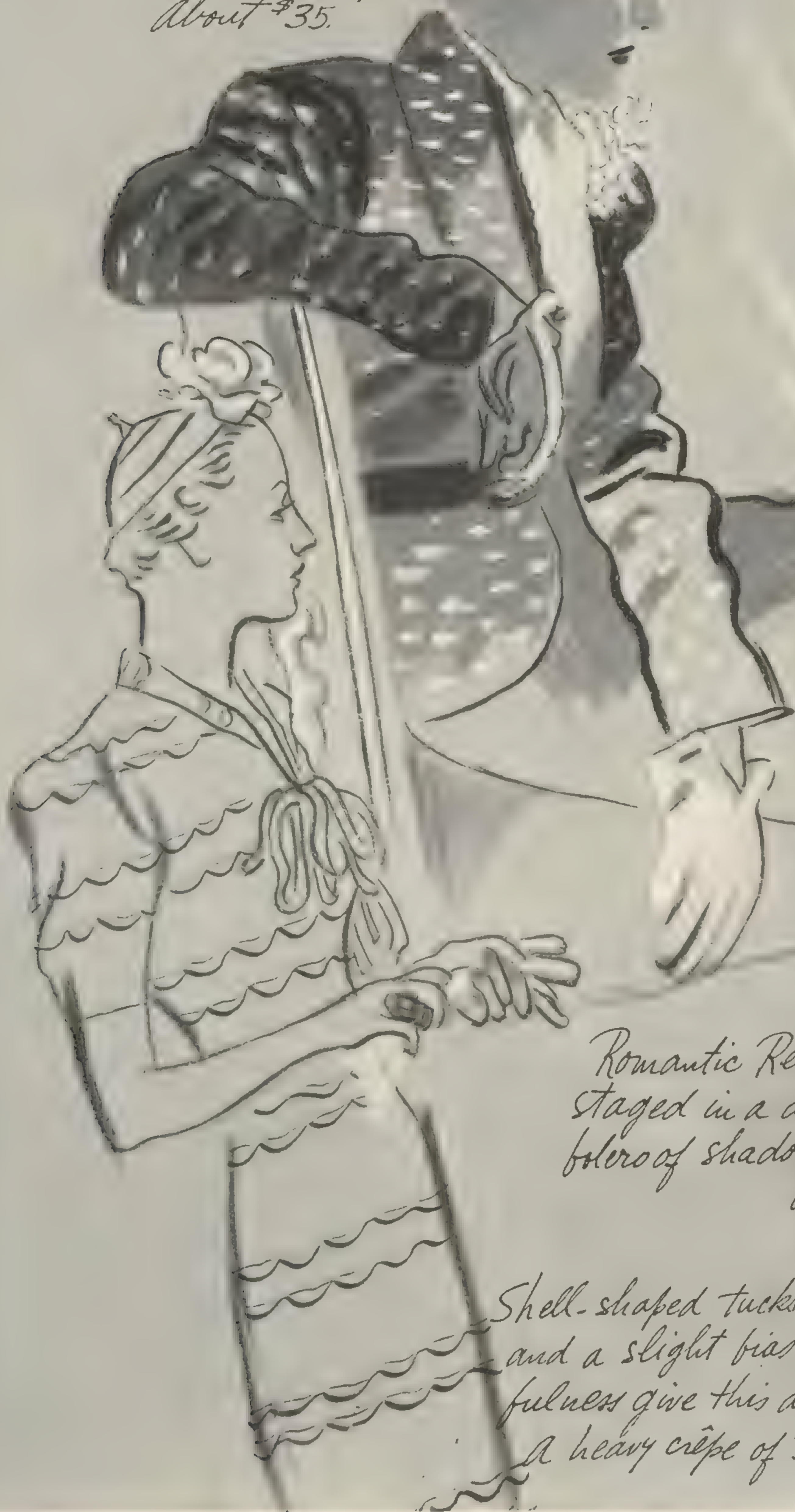
Right: The light touch for your spring suit—this exquisite French blouse, of white chiffon foaming with Binche lace. Down the front are rows and rows of tiny tucks, hand-done with infinite cunning. Imported by Nicole de Paris

Far right: With the jacket on, this suit is sleek enough—black with a multicoloured print. With the jacket off, it reveals a frothy, infantile white blouse, of strips of lace and embroidered batiste. B. Weinstein; Martha Weathered

Below: The tailored, grey-and-white-checked suit is of Forstmann's Porosa—that nonpareil of warm-weather fabrics that refuses to wrinkle. Under it is a washable, hand-made white blouse with a ruffly jabot. Both from Saks-Fifth Avenue



White wool to lace
a taffeta jacket, snug-
buttoned over a dress of
Crown Rayon sheer crêpe.
About \$35.




Romantic Revival—
staged in a dress and
bilero of shadowy cable-knit.
About \$40.

Shell-shaped tucks
and a slight bias skirt
fulness give this dress its freshness.
A heavy crêpe of Du Pont Rayon. About \$30.



Vogue's finds of the fortnight



*Practically a uniform
for town and travel; a
redingote and white-collared
dress of sheer crêpe. About \$35.*

*The new wide shoulder-
straps, the new princess line -
on a dress of Crown Rayon
sheer crêpe with a bolero.
About \$35.*

*Here the bolero does
dinner duty. Notice its
new short, chubby fulness*

ALL MODELS AT LORD AND TAYLOR, NEW YORK. FOR OTHER CITIES, SEE PAGE 164



NELSON



GROSGRAIN—once relegated to a pretty monotonous existence in ribbons, hatbands, and an occasional belt—has suddenly and astonishingly emerged as one of the favourite fabrics of the current season. There's something about its crisp, ribbed texture that makes it unmistakably right for this spring: not only for hats, belts, bags, gloves, but for whole dresses, whole suits—even whole evening wraps. And an all-grosgrain top-coat is one of the smartest things you can put on your back. For further proof of what we say, look at the grosgrain triumphs on these pages:

Above, a spirited group of accessories, starting with Criterion's leather lined red grosgrain belt, and the red grosgrain gloves above it; both, Lord and Taylor. Echo's navy-blue grosgrain gilet, faced with red; Henri Bendel. And Koret's red grosgrain bag, Talon-fastened; Bergdorf Goodman

Below, left: Louise Bourbon's white grosgrain hat, with a new squared-off look about the crown, has corkscrews of stiffened grosgrain spiraling around the edge; the crisp white grosgrain blouse has a ruffled collar that extends part-way down the front. Hat and blouse; Bergdorf Goodman

Opposite page: Mrs. Farley's knitted town dress of navy-blue wool, with peaked shoulders, a ribbed blouse, and a round target-striped collar of navy-blue and white grosgrain. The hat, a disk of shiny black straw as flat as a pancake, is rimmed with fresh white grosgrain that ties in a bow; Knox

Far left, opposite page: Smart under practically any spring suit—Echo's tailored waistcoat of fireman-red grosgrain, with a narrow belt to cinch the back. The brim of Descat's black felt hat is faced with grosgrain; the same red grosgrain makes the stiff bow in front. Waistcoat and hat; Knox



GROSGRAIN IN NEW FIELDS

Frock and Jacket No. S-3974: If you're short-suited, one answer is this model, with its tiny-waisted jacket edged with an applied band finish and its short-sleeved dress. Try grosgrain at the neck. Sizes 12 to 20, 30 to 40

Frock No. 7683: This one-piece dress will make you look slim as a stem, with its flared skirt and darted bodice. Play up the eternal feminine by banding cuffs and slot pockets with frail lace. Sizes 14 to 20, 32 to 38

Frock No. S-3975: Turn the key on winter with such a dress as this one, with its glorified raglan sleeves, its Grecian-twisted neck-line, and its narrow sash. And make it in, say, hyacinth-blue. Sizes 12 to 20, 30 to 40

DESIGNS FOR DRESSMAKING



S-3974



7683

S-3975



For back views of these models, see page 130

SIX APPROACHES TO APRIL

Ensemble No. 7677: An April apéritif for your wardrobe—including an “Easy-to-Make” dress and jacket. The widely girdled dress has short sleeves, and the jacket may be waist or hip length. Sizes 12 to 20, 30 to 40

Frock No. 7682: This, if you make it in a dark sheer fabric will turn out to be one of those marvelous town-and-travel, spring-and-summer dresses. The tucks release into pleats. Slip included. Sizes 12 to 20, 30 to 38

Frock No. 498: Here’s a tailored one-piece dress that you’ll put on whenever in doubt. If you’ve a venturesome streak, you’ll choose black for the dress and add collar and cuffs in sea-shell pink. Sizes 12 to 20, 30 to 42

LONDON SHOPPING FOR THE AMERICAN

HALF the fun of being in London for the Coronation will be in shopping for things to bring home—or half the pain, if you don't know where to go or what to look for. You know, of course, from experience or hearsay, that certain things in London are better than anywhere else in the world. But if you haven't been there, you may not know that London is so enormous that even New York shrinks by comparison; that there are several shopping centres, scattered, apparently, with the idea of baffling you; and that mixed in with unbeatable leather goods and ravishing tweeds is a confusing medley of things you may not want. A well-filled address-book will be your greatest time-saver and friend.

LEATHER: Starting with leather, which you have undoubtedly been brought up to revere when it bore an English name, put down ASPREY, in New Bond Street and very Bond Street indeed. If you want to create an impression when you get home, just arrive with some luggage from Asprey. Here you will be tempted to hand over your letter of credit complete, but, as a matter of fact, you can find some definitely good buys. In particular, look at the very light-weight shoe-cases of calfskin or darker leathers—soft bags without frames, with slide closings all around, velvet shoe pockets, and two sturdy brushes. The slide-closing idea is very popular in England. It is used on all sorts of things at Asprey's, including men's pigskin bags of all types; compact leather cases holding a moire-covered cushion and an incredibly soft cashmere rug; typically English hand-bags—largish and with pockets for everything you could want to carry around; and even the picnic baskets and tea-baskets, which are, of course, incomparable in this tea-ridden country. Some of these, incidentally, are very moderately priced. But if you *want* to spend money, just wander among the fitted dressing-cases and larger luggage—Asprey's bags, trunks, and cases would strike awe into the heart of a valet. By the way, Asprey's watch department is the place to remember for new ways of telling the time.


FINNIGANS, also in New Bond Street, is another place with mouth-watering luggage in beautiful leathers and workmanship. Look especially at the small alligator or calfskin suitcases that turn out to be correspondence cases, with leather files inside, perfect for literary lights or any one who travels with business papers. The feminine versions are writing-cases, complete with fittings. There is, incidentally, an elegant collection of writing-cases, of lovely soft leathers and ingeniously designed. Nice presents for a man are the wallets—sturdy and well-made and plain—and the sets of maps in pigskin cases. And Finnigans has a new line of feather-weight luggage that actually is feather-weight.

LEATHERCRAFT, in Berkeley Street, is an unbeatable address for those suède jackets and coats that Englishwomen and all sportswomen adore. The (Continued on page 132)



- Above: Some of London's famous leather things to bring back. A suède waistcoat; Robert Douglas. An entire sports suit of suède; Leathercraft. A pigskin shooting-stick; Swaine and Adeney. A crocodile writing-case for a man; Finnigans. Three pairs of those wonderful British gloves; Bide's
- Left: Souvenirs to cherish. Dresden figurines of a Guardsman, Gentleman-at-Arms, and King's Herald; Fortnum and Mason. A crystal vase enshrining King Edward VIII's head; Harrods. A pottery urn with the Coat of Arms; Harrods. A lamp, Pollock prints on the shade; Dunbar Hay

Romantic young color for You COSTUME LIPSTICKS by Helena Rubinstein

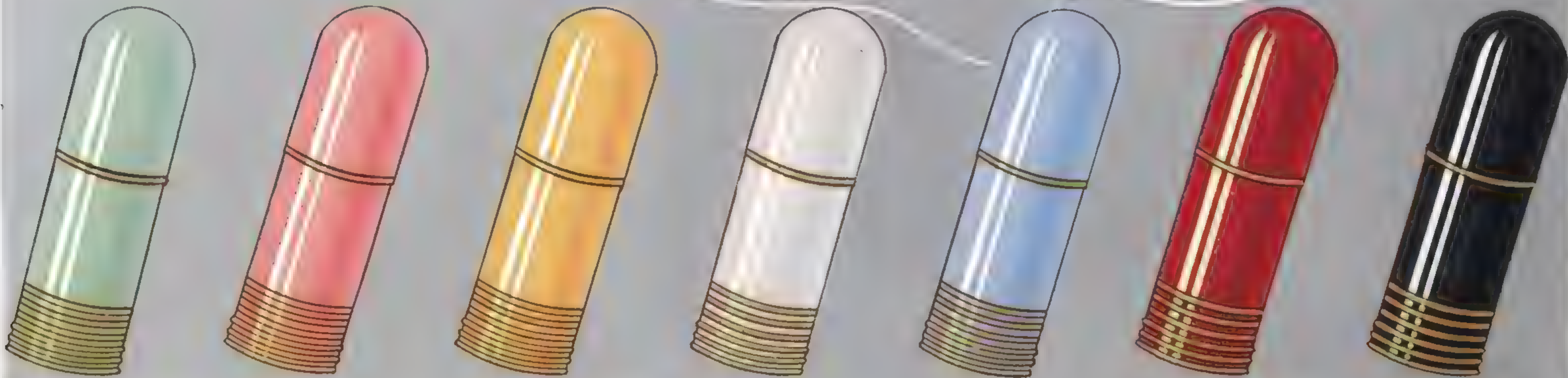


They're gay, stirring as Spring, these new Costume Lipsticks—and so cleverly keyed to the mode and the mood of romance. Within is that living lustrous color which is Helena Rubinstein's special claim to cosmetic genius. There's daring, vivid Red Geranium and exotic Chinese Red; dark mystery of Red Velvet*; bright innocence of Red Raspberry and Red Coral; and the alluring subtlety of Terra Cotta. Each a perfect work of art. Each with a magical way of keeping lips smooth against drying wind and parching sun. Go picturesque!—give your beauty and your clothes a lilt with Helena Rubinstein's Costume Lipsticks. For your stripes and plaids and chic pastels you will need at least three of these flower-toned cases. When you see them, you'll want the whole procession! And at 1.00 each, you can very easily have every one of them! Complete your portrait with Helena Rubinstein's glowing young Rouges to harmonize with the lipsticks, 1.00, 2.00; radiant Powders, 1.00, 1.50, 3.00, 5.50; Persian Mascara and Luminous Eye Shadow, 1.00 each. At the Salons and smart stores.

Helena Rubinstein
715 Fifth Avenue, New York

*Reg. app'd for

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PARIS • LONDON • CHICAGO • BOSTON • DETROIT • LOS ANGELES • SAN FRANCISCO • TORONTO



April

In the gay mood of '37. A casual three-quarter coat completes this dressmaker ensemble, from our Spring Collection of originals.

Stein & Blaine
13-15 West 57th St., New York

DISCOVERIES IN BEAUTY



When lightly applied, Yardley's new transparent eye shadows have a misty, barely detectable effect, but in a heavier film look dramatic and exciting. To be had in four lovely shades

AMERICAN women buy more beauty preparations than women in any other country—and no wonder! Cold winters, hard water, steam-heated rooms dry out the skin. Sudden hot summers accentuate oily conditions. We need more things to keep our skins in good condition. Preparations that have been designed especially to meet the requirements of these American skins are those made by Gilda Audrey. Perhaps you have remarked before on their efficacy, for they have been used in the beauty salons of various leading department stores. Now, they are sold for use at home by these same establishments.

The Gilda Audrey Cleansing Cream has both lightness and body, and softens while it cleanses. The Make-Up Base smooths the skin beautifully, and provides a flattering base for your powder. The Pore Cleanser is an unusual preparation, which, by friction, helps to cleanse the pores of any impurities, and the Tissue Cream is rich in softening oils. The Instant Remover, an inspired medium for removing make-up in practically the advertised instant, is a boon as a regular cleanser for an oily skin. The Hand Lotion is exceedingly satisfactory, because, while it softens the skin immediately, it is non-greasy. These are enough high lights to give you the idea that you should investigate the series. You can do the investigating at the beauty shop at Franklin Simon's and in other shops in New York and throughout the country, the names of which we will be happy to supply.

The chances are you've never really looked at your face objectively—or measured its width and compared it to its length and tried to think of ways (Continued on page 120)



ANDERSEN

The Glida bags have a clever and convenient mechanism for closing—and staying closed. This bag of daisy-printed linen with waterproof lining has practical containers for your cosmetics

NOT FOR

Ingenués



Emeraude

Emeraude...vivid, dramatic, brilliant...is not for schoolgirls, though they will long for it as passionately as for a black satin evening gown! Emeraude is for you who can rise to the challenge of a richly colorful fragrance. The oriental note is handled with superlative taste. • You may get Emeraude in sizes ranging from \$55 to a purse flacon at \$1. For "harmonized beauty," Coty also offers you other creations in the same fragrance... "Air-Spun" Face Powder...Eau de Cologne Parfumée...Dusting Powder...Bath Salts.



A DRAMATIC PERFUME BY

COTY



IT TAKES

*British
Sturdiness*

FOR COUNTRY LIVING

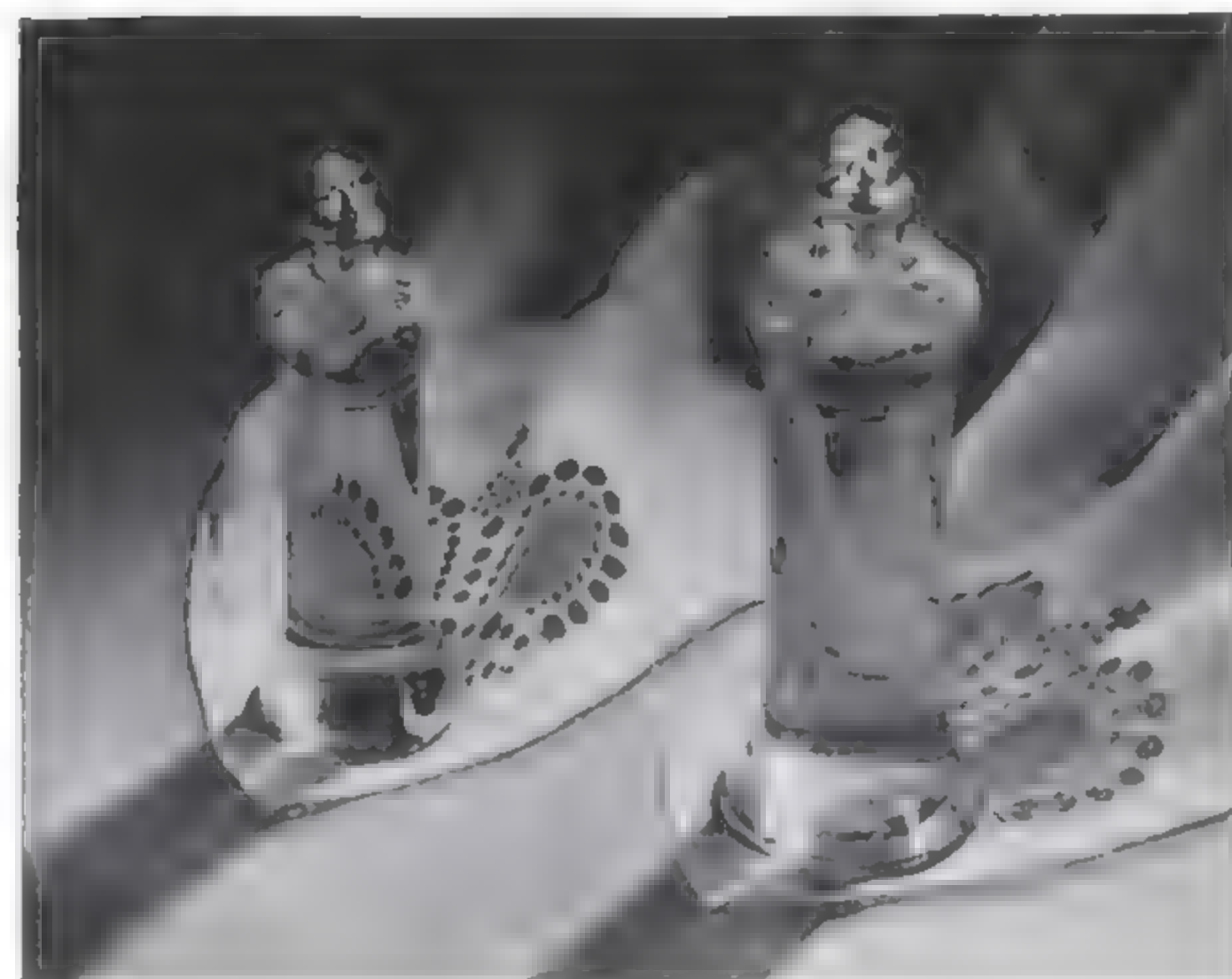
Cotril of London created the original of this suede golf jacket for a well known English woman golfer. Bloomingdale's puts in modern improvements in the way of a lastex band across the back to keep the inverted action pleats flat in place. It's ideally roomy, comfortably lightweight, cleans nicely. In beige, London tan, grey, Spanish pink, Spanish flamme, Romany green. Sizes 14 to 40. 16.95

The over-plaid wool skirt is in beige with brown or navy with red. Sizes 12 to 20. 7.95

Bloomingdale

N E W . . . Y O R K

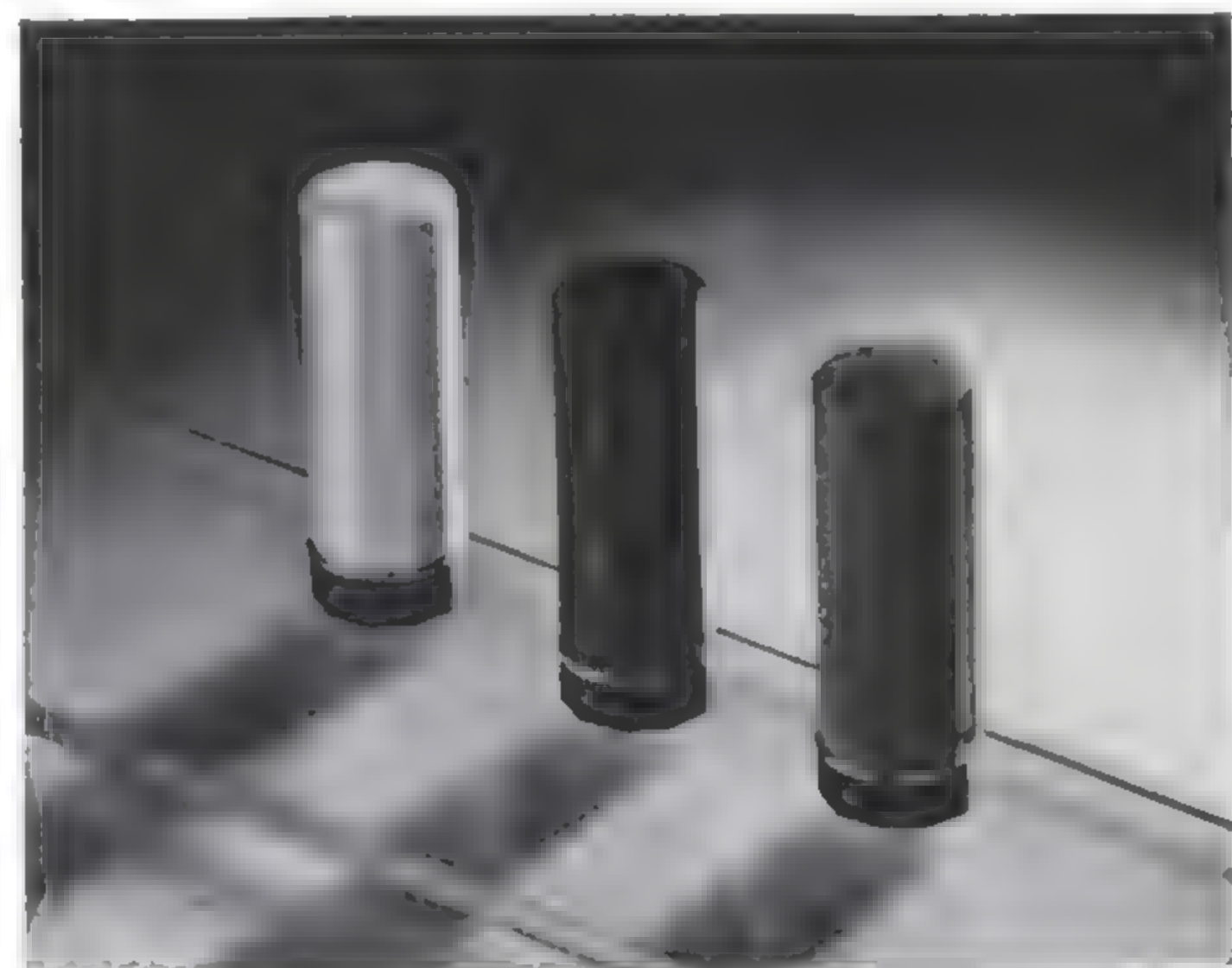
DISCOVERIES IN BEAUTY



Prince Matchabelli's glamorous perfumed eau de Cologne is scented with "Duchess of York," "Georgian Carnation," or "Royal Gardenia." The new bottle has a handsome sceptre stopper

(Continued from page 118b) to make it look longer or shorter. But Bernord az Guro, at 439 Madison Avenue, has, and he has more tricks to correct your facial faults by changing your coiffure than a magician has rabbits. He can make a retroussé nose look long and dignified, or a fat, short neck look almost swanlike, by giving you the right swirls in the right place. Also, if you are one of the old guard who clings tenaciously to very long hair, you'll find that Monsieur Guro has a wealth of new ideas on how to arrange it. In fact, one of his most charming evening arrangements uses a false braid with a smaller roll of your own hair just underneath it, so you're that much luckier if you can use your own hair, instead of the braid. Monsieur Guro has a charcoal pack that, when applied to grey hair with a brush, removes the yellow oils and leaves your hair looking strikingly beautiful.

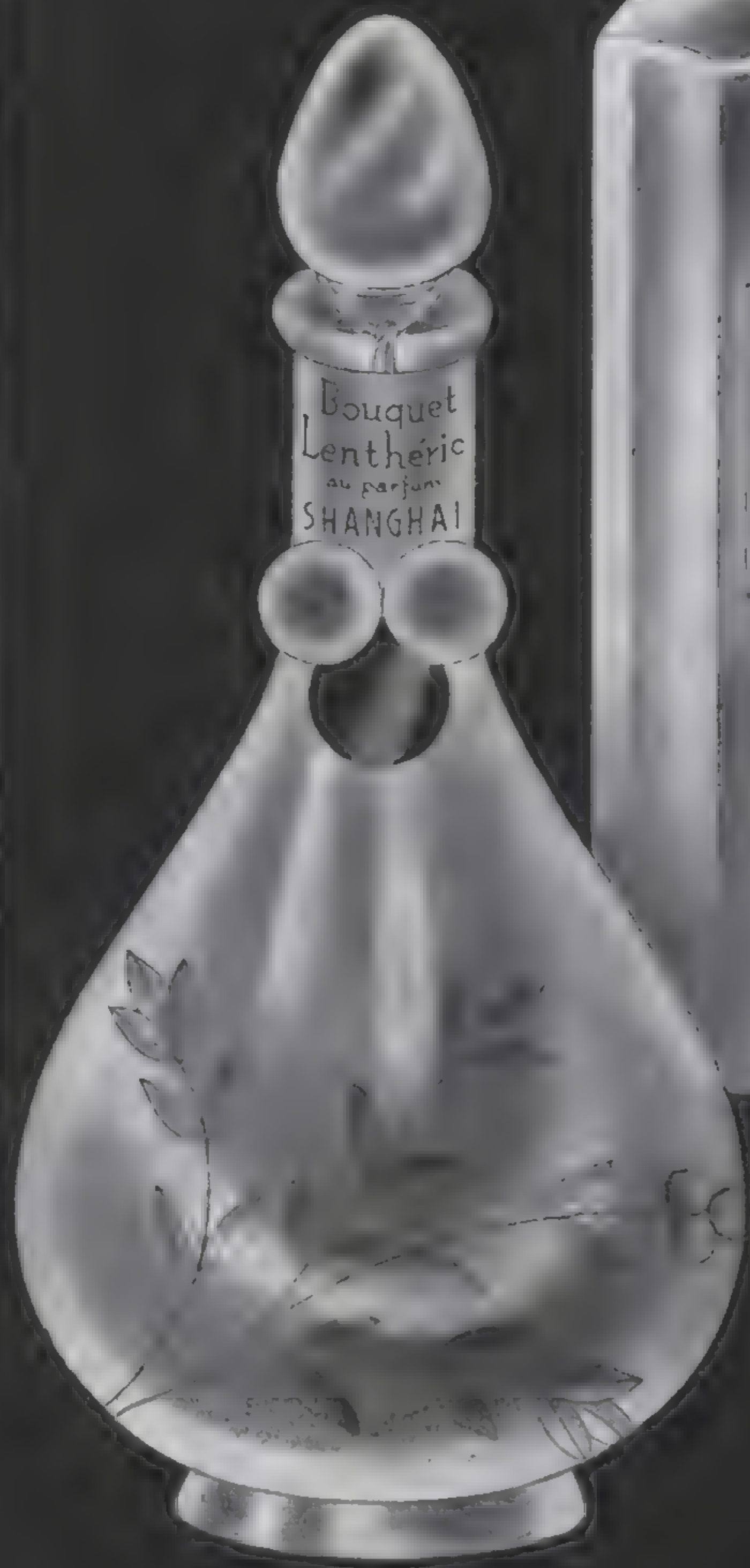
You can't look any better than you feel, and you can't feel anything but languid and sluggish unless you get some exercise to stimulate your circulation. A superb and sugar-coated way in which to take exercise is to go to the Kungsholm, Ltd., 60 East Forty-Second Street, for a course of treatments. This establishment has heretofore been operating for men and has just recently opened its attractive salon for women. Here, you are first given deep-breathing exercises and then put into a steam-cabinet, where you can really feel yourself being purged of every impurity. When you emerge, feeling as pure as freshly fallen snow, you are given a rub-down with raw sea salt, which further purges the pores and disinfects your skin—then, a quick shower and finally forty minutes of massage by a marvellously skilled masseuse. After the massage, you can sleep as long as you want. Guaranteed a cure for low spirits, as well as a physical build-up. If you want to be shaped up, as well as toned down, the Kungsholm can do wonders with bulky legs and hips.



ANDERSEN

Houbigant lipsticks—smooth, flattering, and lasting—now have an additional flourish: they appear in smart new cases, in ivory, jade-green, and a particularly outstanding tortoise-shell finish

the daytime fragrance



Available in all Lenthéric Fragrances
including Gardenia de Tahiti, Au Fil de l'Eau,
Forêt Vierge, Asphodèle, Lotus d'Or, Numéro 12.
Flacons from \$1.00; Deluxe Decanters from \$1.75.

Bouquet Lenthéric

quiet, but with a strange persistence

TANGEE

the Years Away



Watch Tangee's magic Color Change Principle bring your lips the blush-rose shade of youth

Your lips will be admired for their irresistible *youthful* appeal if you use Tangee Lipstick. Tangee ends that "painted look"...brings out the *natural* beauty of your lips because Tangee *isn't* paint. Made with the magic Color Change Principle,

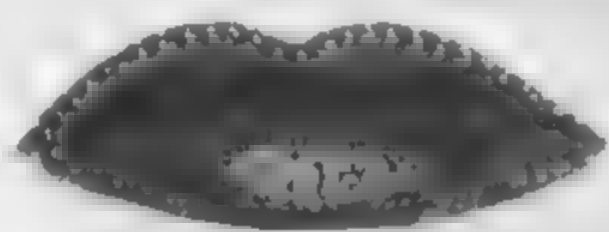
Tangee changes on your lips from orange in the stick to soft blush-rose, *smart* as well as lovely. For Paris definitely says, "Paint is out of harmony with today's fashions." Use Tangee Rouge, too, for it brings a natural *youthful* color to your cheeks.



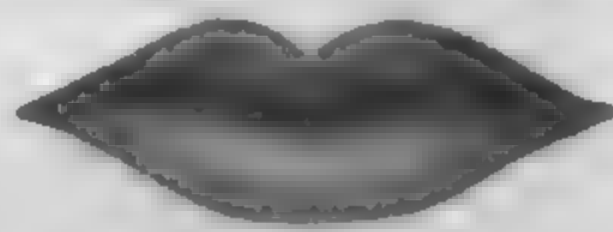
See how Tangee Lipstick's special cream base soothes and softens lips while you sleep

Use Tangee Lipstick the last thing before you go to bed, for it is one cosmetic that need not be removed at night. Tangee protects lips from damage caused by spring's chill

winds, by *soothing* them during the night. Awake with colorful lips. No more pale, drab "morning look". Tangee doesn't rub off; never smears bed linens. Try Tangee: 39¢ and \$1.10.



PAINTED GLARING LIPS



TANGEE GLOWING LIPS

World's Most Famous Lipstick
TANGEE
ENDS THAT PAINTED LOOK

BEWARE OF SUBSTITUTES!

There is only one Tangee—don't let anyone switch you. Be sure to ask for TANGEE NATURAL. If you prefer more color for evening wear, ask for Tangee Theatrical.



The George W. Lust Co., 417 Fifth Ave., N.Y.C

SHOP-HOUND TRAVELS THE TOWN



RAWLINGS

SHOP-HOUND can't get over to the Coronation, but she finds all the excitement of foreign travel right here in New York. This Algerian hat, from Jeanne Paris, first of all. It's made of black felt, with an "apron" of red-and-white striped flaxen fabric. Jeanne Paris also does those wonderful Javanese batik turbans with gloves and scarfs to match—nice with linen suits, this spring. She is associated with the smart shop of Mina-Harris, 299 Park Avenue. The blazing "desert-sun" clip and the short-sleeved, sheer black woollen dress are both from there.



Jean King goes East for the inspiration of this coolie beret. It's the spring town version of her huge beret in the shade of which every one basked this winter at Palm Beach. In slick black straw cloth, it fits the head like a beret, and collapses when pulled off. About \$20 to order. Her black straw cloth skull-cap, with a blazing white pond-lily, has a faintly Oriental aura. Miss King has a lovely collection of flower-trimmed hats—pill-boxes, skull-caps, and sailors—all very wearable, and a definite individuality about each one.

A visit to Bitter and Loud, 209 East Seventy-Second Street, is practically the equivalent of a trip around the world. They have a Chinese imperial dinner set of spinach jade—sixty-four pieces, intact. They have copper rum jugs from England; Spanish glass (while it lasts); pewter from Austria and Holland; Burmese lacquer bowls; copper vanity-cases, big as plates, from Persia; and delicately lovely pieces of Mexican tin. This is the shop in a house, with a great studio window opening out on an old-world garden, of which you have probably heard. Everything is touched with the charm of strange places and distant lands.



Turbaned Indian troops parade all around this Coronation scarf. It's one of the imported hand-blocked, hand-woven cashmeres that you'll find at Le Petit Mouchoir, in East Sixty-First Street. The cashmere scarf is about \$7; the same pattern on silk costs about \$2.50. Here, there is always something new. (Cont. on page 124)

SNAPSHOOTING— year-round sport at Bryn Mawr

A KODAK is almost a necessary part of college equipment these days. At Bryn Mawr, quite a number of undergraduates go in for photography seriously, belong to camera clubs, and can talk with a good deal of technical knowledge about lenses, shutters, lighting, and different types of film.

On this page—a few typical snapshots by Miss Eleanor Taft, Miss Julia Grant, and Miss Mary Whalen, three of Bryn Mawr's most popular undergraduates.

● You can dream, gossip, take sun baths, and even study, according to your need, beside the fountain in the cloister of the M. Carey Thomas Library (right). This Melisande-like scene was made with a Kodak Six-20 (f.6.3) by Miss Julia Grant, '38.



● Studying is a thing they do extremely well at Bryn Mawr. Even the famous Freshman and Sophomore "Lantern Hymns" are sung in Greek, and Rule 17, issued by the Committee for the Freshmen, reads:—"Begin studying at once." This strenuous group was snapped with a Kodak Retina by Miss Mary Whalen, '38.

● Setting up a net on the varsity tennis courts—and we wonder what the class of '89 would have thought of these modern approved tennis costumes. Besides tennis, hockey and lacrosse are favorite sports at Bryn Mawr. A Kodak Six-20 (f.6.3) shot by Miss Julia Grant.

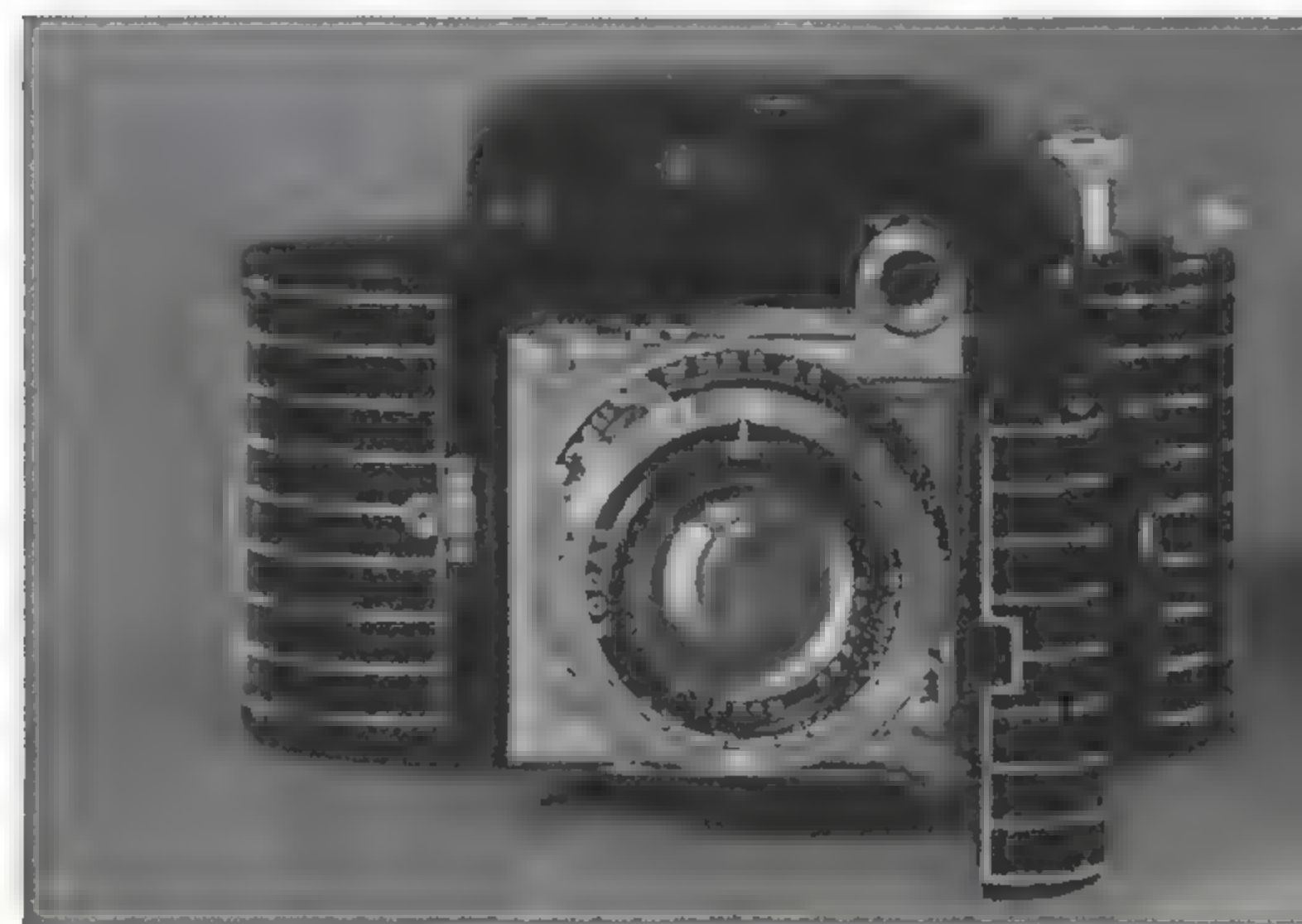


● Snapshooting is a fashion, a sport, and a fine art at Bryn Mawr, where undergraduates discuss seriously such problems as backlighting, time exposures, and the comparative merits of a Bantam Special and a Retina. This young Kodak Retina partisan was snapped by Miss Mary Whalen, '38.



● On their way down Senior Walk to outdoor vespers. Chapel, by the way, is not obligatory at Bryn Mawr, but it is popular, which is even better. Taken with a Kodak Bantam Special by Miss Eleanor Taft, '39.

● Twins are in vogue everywhere, and these two wheeling through Pembroke Arch uphold the standard. Bicycling is just now the method of locomotion at Bryn Mawr. Snapped with a Kodak Bantam Special by Miss Taft.



KODAK BANTAM SPECIAL—The new miniature camera. Lightning-swift action . . . focuses swiftly, certainly. Super lens, the new Kodak Anastigmat EKTAR f.2.0. Compur-Rapid shutter. In addition to taking black-and-white pictures—gives gorgeous, full-color transparencies when loaded with Kodachrome Film. Price \$110—at convenient camera counters . . . Eastman Kodak Company, Rochester, N. Y.

ONLY EASTMAN MAKES THE KODAK

SHOP-HOUND TRAVELS THE TOWN

(Continued from page 122) I haven't tried it, but I shouldn't be at all surprised if some of the Molot furs would slip through a wedding-ring. That's how soft and supple they are. You feel that this shop, 21 East Fifty-Sixth Street, knows how to handle skins. They are dried by a slow, natural process, and skilfully worked to arrive at a point of pliancy where they crush up in your hands like an Angora sweater. The designs are excellent. One of the most interesting is this square, level-shoulder ermine cape with a bolero-vestee; about \$650 to order. Mr. Molot is also making the casual little ermine evening boleros, so much worn in Paris this season. A good idea, to my mind, is a bolero of summer ermine—an utterly simple, classic jacket that you will wear for years. So soft and casual, it will go with all kinds of clothes. Nice for country-house weekends, any time of year; and to wear with dinner-pyjamas next winter. One of those things you'll find you couldn't live without.



"Glacial Sunrise" is my name for this brilliant crystal clip with fluted carving, set with fields of beautifully cut diamonds. This is one of the unique and distinguished designs of J. Arthur Hull, 608 Fifth Avenue—whose specialty is individual pieces. Mr. Hull has recently brought out a series of platinum dinner-rings, with square-cut stones set

like mosaic. Emeralds—or rubies—are joined together as close as the pieces in a puzzle—held together, within the framework of the ring, by magic. No mounting is visible, above or below. It will make good dinner conversation to try to figure it out. This is one of the most interesting developments in the trend towards invisible settings; and there's variety in the designs of the rings.

Which sets off the other—the initials or the bag? That question aside, the combined effect is perfect. Left, is Koret's very slick, square bag of dark red calf; about \$10. The new Monocraft domed monogram (24-carat gold or silver finish) is about \$2.50. The pigskin bag, by Lewis, is about \$12.50, and has the Monocraft Peg initials in gold-metal and shell—about \$1 each, to order. All are at Best. (Continued on page 126)



NELSON

SUMMERIZE IN

SHAGGYSPUN LINENS

BY Kay Dunhill

STYLED BY
Kay Dunhill
SHAGGYSPUN LINEN
REG.

Spic and span and frosty cool! Yet these new Shaggyspun Linens have still another charm. They laugh at wrinkles. Little wonder that Kay Dunhill chose them for two of her most lovable, tubbable styles of Summer. Admire their tailoring, style and fit and then gasp at their tiny price. \$6.50

At a leading store in each city

New York City	Gimbel Bros.	Ft. Wayne	Wolf & Dessauer	Pittsburgh	Kaufmann's
Akron	M. O'Neill Co.	Hartford	G. Fox Co.	Portland, Oregon	Lipman Wolfe Co.
Atlanta	Rich's, Inc.	Hollywood	Broadway Hollywood	Providence	Gladding's
Baltimore	O'Neill & Co.	Indianapolis	H. P. Wasson Co.	Richmond	Thalhimer Bros.
Boston	Wm. Filene's Sons Co.	Kansas City	Karfield's	St. Louis	
Buffalo	I. N. Adam Co.	Miami	Burdine's, Inc.	Scruggs, Vandervoort & Barney	
Chicago	Carson, Pirie, Scott	Minneapolis	The Bayton Co.	San Francisco	City of Paris
Cleveland	Halle Bros. Co.	Newark	L. Bamberger & Co.	Toledo	La Salle & Koch
Denver	Denver D. G. Co.	Phila.	Strawbridge & Clothier	Washington	The Necht Co.

* Trade Mark Registered LESEM BACH & CO., INC.

Kay Dunhill, inc. 1350 BROADWAY, NEW YORK

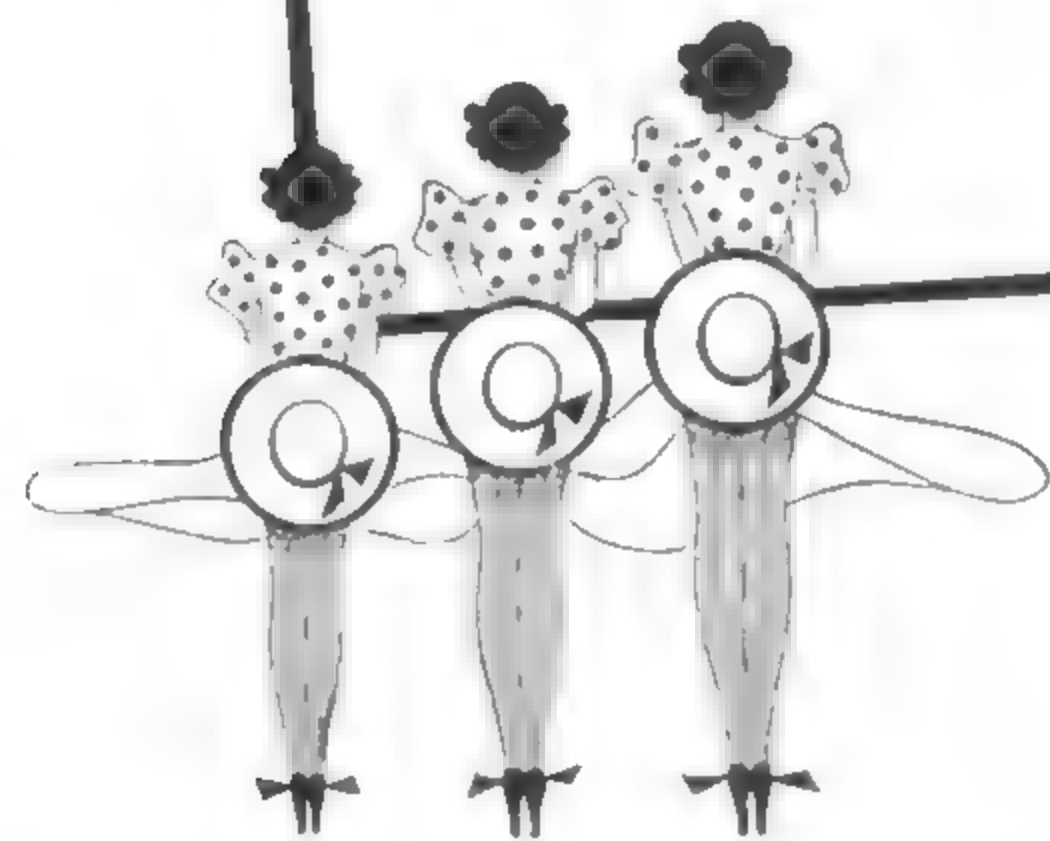
Belle-Sharmeer
GIVES YOU A NEW HEEL . . .

The Slenderette

Individually Proportioned in
Full-Length and Knee-Length
LEG SIZES

Imagine a stocking heel so cleverly designed it actually seems to slim your ankles and dramatize your legs. Sounds incredible, doesn't it? But it's real! In fact, it's the new Slenderette Heel . . . created by Belle-Sharmeer and exclusive in Belle-Sharmeer Stockings. The secret of the Slenderette? That's easy! It's tapered to a slim and slimming peak in your own particular proportions. Individually sized . . . just like every sheer inch of Belle-Sharmeer Stockings . . . for small, middling and tall. And the result is pointed perfection. Plus appeal for your ankles. Added charm for your brief skirts. Write today for the name of the one fine store in your community where you'll find these new Belle-Sharmeer Stockings with Slenderette Heel. Address: Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Indiana.

Belle-Sharmeer
STOCKINGS
in all leg sizes



The FOOT SIZE Has a NUMBER

The LEG SIZE Has a NAME

BREV for smalls
MODITE for mediums
DUCHESS for tall
CLASSIC for plumps



Belle-Sharmeer's exclusive Slenderette Heel is tapered . . . not abruptly pointed . . . to a slender peak that swings into the seam of the stockings. And remember, the Slenderette Heel is individually proportioned for small, middling and tall!



The new and exclusive Slenderette Heel is yours in both Belle-Sharmeer Full-Length and Knee-Length Stockings. Prices are a modest \$1.00 and \$1.15 a pair.

SHUR-TITE

Presents the favorite of the Month



\$5.

Step into summer with this gay new dressmaker bag . . . confident in the special chic of its simple, square silhouette and softly tailored pleats. An original design . . . adaptable to both suits and sheer clothes. Light as a feather and boasting two extra inside pockets. Slide fastening. In navy, chaudron, beige, grey, brown, white and black.

GOLDSMITH BROS.
MAKERS OF SHUR-TITE PRODUCTS, 10 WEST 33, NEW YORK
Los Angeles Paris London

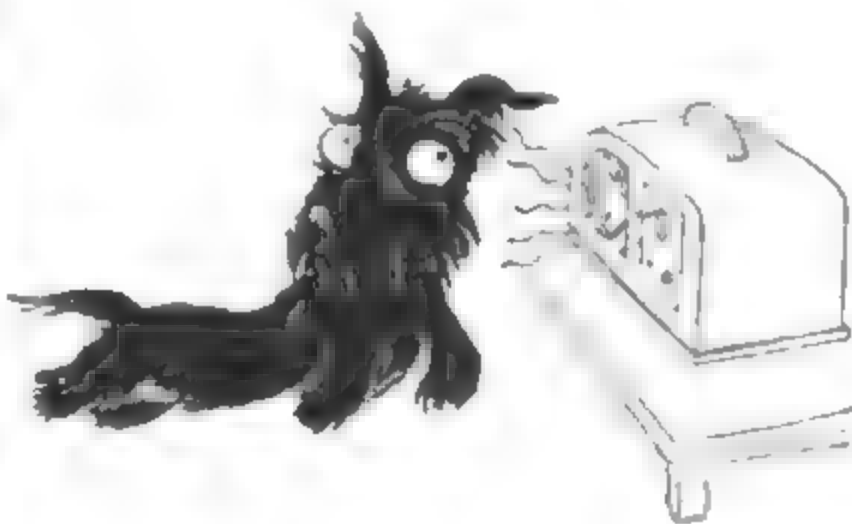
SHOP-HOUND TRAVELS THE TOWN



(Continued from page 124) Here is a perfect April suit. Shop-Hound found it at Mme. Lichtenstein, 280 Park Avenue. It's of light-weight navy-blue woollen, with a square-shouldered cape and a blue-and-white striped piqué blouse. Equally attractive is a jacket suit in the same blue woollen,

with revers of the same striped piqué. The grosgrain hat is also from Mme. Lichtenstein—and that's a very important point about this shop. Accessories are nearly as varied and exciting as all the day and evening clothes. Mme. Lichtenstein makes frequent trips to Paris and presents in her own collection a nice blend of French and American chic. Most of the clothes are ready-to-wear.

You may have noticed, at 64 East Fifty-Sixth Street, the little window bright with coloured suèdes. This is Aquagant, a shop that specializes in made-to-order washable doeskin gloves. The colours will give you further ideas for your spring wardrobe. Hand-sewn gloves, to order, cost from about \$5. And you can have hand-bags, skull-caps, and scarfs of doeskin to match.



Shop-Hound and a friend are conversing by Carrier-Call. This is an inter-room communicating system, in pairs. Plug one part into the electric-light socket in the nursery, the other into the library, and you'll hear the least sound the baby makes. It can easily be moved to any part of the house—and will probably be responsible for a whole new batch of detective stories. About \$70, for the set, at Haynes-Griffin, 373 Madison Avenue. Haynes-Griffin have recently brought out a very handsome new custom-built radio phonograph in a well-designed Sheraton cabinet with a fifteen-tube set on both AC and DC current. A curved pick-up follows the curve of the record at every point.



What is a trip across the water without a bon-voyage box from Dean's? This is the famous catering house at 73 East Fifty-Seventh Street. You can send in your order from afar, knowing that the cakes and candies and fruits will be delivered in great style and perfection. About \$22 for the box, below; but over a hundred combinations, from \$2 to \$50, are listed in their new booklet.



RAWLINGS

Help overcome Acid Skin

(A TROUBLESOME CONDITION CAUSED BY EXCESS FATTY ACID ACCUMULATIONS)



YOU know how Milk of Magnesia taken internally relieves excess acidity of the stomach. In just the same way these New-Type Milk of Magnesia creams act externally on the excess fatty acid accumulations on the skin, and help to overcome unsightly faults and aid in beautifying.



ARE you discouraged about your skin? Does it seem "acid"—look old and "thick"? Has it lost its fresh tone, fine texture and developed such ugly faults as enlarged pores, blackheads, oily shine, roughness?

Here now is new hope, new help for you! In two unique face creams developed by Phillips, original makers of the famous Milk of Magnesia.

PHILLIPS' Milk of Magnesia TEXTURE CREAM

In this new-type greaseless cream is beauty-giving action you've never known before! It offers the precious ingredient, milk of magnesia, in a form which holds it on the skin long enough to be actively beneficial. Just as milk of magnesia helps an *internal* condition of excess gastric acidity, so it acts *externally* on the excess fatty acid accumulations on the skin, helping to overcome unsightly blemishes and to make

your skin firmer, fresher, smoother. Try it; you'll be amazed at the way this unique cream goes right to work on your skin!

A perfect powder base. You'll be delighted, too, with Phillips' Texture Cream as a foundation. Because the milk of magnesia *prepares* the skin properly, softening, smoothing, overcoming oiliness, it takes make-up evenly and holds it for hours without touching up.

PHILLIPS' Milk of Magnesia CLEANSING CREAM

Once is all you'll need to use this new-type cleansing cream to know that it has an ability to cleanse far beyond that of ordinary creams. The milk of magnesia not only loosens and absorbs the surface dirt and make-up, but it penetrates the pores and neutralizes the excess fatty acid accumulations. A cleansing with this cream means that your skin is *really* clean!

PHILLIPS' *milk of magnesia* CREAMS

TEXTURE CREAM — CLEANSING CREAM



To Coronation Visitors

Peggy Sage's London Salon

extends an Invitation



The Peggy Sage London Salon at 130 New Bond Street, where Miss Sage will preside in person during the Coronation. Her perfect Salon manicures and exclusive nail polish shades will lend their beauty to the glamorous London scene.

All roads lead to London this Spring . . . to the gaiety, the pomp and pageantry of the Coronation. And attending this royal occasion will be many of the world's smartest women . . . elegantes who will renew hand and fingertip loveliness at Miss Sage's Mayfair Salon.

If you, too, are Coronation-bound, list 130 New Bond Street among your calls. Meet Miss Sage in person. Enjoy the luxury, the glamour of a Peggy Sage manicure.

Whatever your plans, for now and forever, don't deny your fingers the

charm of Peggy Sage Polish. True to the royal colors of Fashion . . . and flattering beyond words . . . is the rich purple-red of "Coronation." Another exclusive Peggy Sage hue, it joins with Dusty Rose, Shrimp and Bisque, Tulip, Red Banana, and with her incomparable jewel tints and clear colors, in creating new allure for fingertips.

All can be found at the better cosmetic counters, here and abroad, with the Peggy Sage Hand Creams and Lotions, the Nail and Cuticle Preparations of beauty-bestowing fame.




PEGGY SAGE
SALON MANICURE
PREPARATIONS

Liquid Polish \$1.00 . . . Lubricant Polish Remover 50¢ . . . Cuticle Remover 75¢
Nail Dress \$1.00 (for the health of nails and cuticle) . . . Gardenia Liquid Hand Cream \$1.00 . . . Hand Lotion \$1.00 . . . Hand Mask Cream \$1.00 . . . Hand Smoother and Softener Cream \$1.00. Manicure Sets \$3.00 to \$35.00.

PEGGY SAGE SALONS: 50 EAST 57TH STREET, NEW YORK...PHONE PLAZA 3-9011
LONDON: ONE THIRTY NEW BOND STREET...PARIS: SEVEN PLACE VENDOME

MAKING UP YARNS



This hand-knitted sweater begins life as a few balls of Bernat's Canterbury yarn, and, in its finished form, is one of those right little blouses to wear with your tweeds. If you want to take out your spring restlessness in knitting, you can whip it up yourself; otherwise Bill and Hunter, who designed it, will sell you one complete to the last contrasting-coloured whorl and scallop. You may get the yarn and knitting directions from Alice Maynard; directions alone by sending a stamped, self-addressed envelope to Vogue. Felt hat from Jean King

If you start right now, you can have this informal two-piece dress all knitted up for the first summer days. The raw material is Sudbury's Inverness yarn, which comes in all the colours of the spectrum, though you'll probably decide you want a white suit like the one we show, *and* a coloured one. Bill and Hunter designed this suit, too, and non-knitters may buy it from them. The blouse has a fly-front and a tricolour scarf. Alice Maynard has yarn and directions; or Vogue will send directions alone for a stamped, self-addressed envelope



RAWLINGS

GIVING THE BRIDE AWAY

Giving the bride away is an ancient and honorable custom designed to give Father an opportunity to edge into the ceremony and enjoy one brief moment of the spotlight. An acknowledgment, perhaps, of the part he plays (financially) in all the arrangements. • Father and all the family are in their most expansive mood when a wedding is on the horizon and nothing but the best is good enough for the honor of the house and the dignity of the occasion. • So, Mlle. bride-to-be, you'll find when you bring up the subject of invitations and announcements and all the other items for your paper trousseau that Crane's is the choice, as it doubtless has been in your family these many generations. And you'll detect an added note of deference when you ask your stationer or jeweler for Crane's, in acknowledgment of your good taste. Crane's Kid Finish is the paper to ask for, in Naturel, a warm white shade. • It is offered in three sizes: Royalty, a generous sheet folding once and lending itself to engraving in the larger styles; Park Avenue, enclosing the sheet unfolded; and Westminster, a folded sheet of the English type. Crane's Kid Finish also affords a handsome background for the bride's monogram or address for her new house stationery.

Crane's FINE PAPERS
MADE IN DALTON, MASSACHUSETTS SINCE 1801





"Well, Mother, better luck next time!"
 "Maybe my form's not so good in the ring, child, but this
 Le Gant will give me the best form on the clubhouse porch!"

The one at the right is the mother. Both wear Le Gant—the corset that's different. Daughter, because it's lithe, it's gay, it's comfortable—Mother, because it firmly controls and flattens. Both know that Le Gant always stays in place (because it's made of patented, woven two-way stretch Youthlastic).

Mother and daughter are both wearing "TwoWay-OneWay" Le Gant, which gives the ease of two-way stretch over the hips, and the flatness of cloth at the back. Of course, it stretches up and down everywhere to prevent riding up. There are many styles—"Half-Size" for shorter women, "Veil of Youth" for slim debs or average figures.

Then, for wear with Le Gant girdle, there is A'lure, the s-t-r-e-t-c-h-a-b-l-e bra, that also stays in place and never binds. \$1.50 to \$7.50.

Write for free 24-page illustrated booklet, "The Corset That's Different." The Warner Brothers Co., 200 Madison Avenue, New York City.

CORSETS AND CORSELETTES
 \$5 TO \$35 • AT BETTER SHOPS

BORDER CHIEFTAIN

(Continued from page 34) terriers from Holystone on Coquet Water, which is the native heath of the Allans, and where the dogs existed as a distinct breed at the time.

"Since the time of James Davidson, the breed has been carefully preserved, and to his kennels may be traced most of the present-day Dandies. Little change has occurred during the intervening years, and modern breeding has not altered the original type, for the Dandie to-day is the same hardy, care-free, game little dog that earned for himself the title of 'Cock of the North.'

"As a companion and house dog, the Dandie is unexcelled. His temper is exceptional, for, though usually quiet and somewhat sedate, he is, nevertheless, a demon when his blood is up. He is quick and watchful, and possesses a most distinct character.

"His manner is dignified and self-composed in the house, and his devotion to his owner and master is remarkably strong. He is almost human in his understanding and sympathy, and this, coupled with his sagacity and quaint appearance, fits him to be a real 'pal dog'. He is first-rate as a workman, too. Plucky, keen, and resolute, he is at the same time kept under command more easily than many other breeds.

"The general appearance of the Dandie Dinmont Terrier is that of a rough-coated, thick-set dog, low on its legs and having a body very flexible and fairly long in proportion to its height. The head is large with a broad and remarkably well-domed skull, covered with light coloured hair of a soft, silky texture. The eyes are full and round and of a rich, dark hazel colour, which under the silky top-knot give a remarkable expression of constant vigilance. The neck is thick and muscular. Shoulders are set low; the back slightly curving down behind them, with a corresponding arch of the loins commonly known as a 'roach.' The legs are short and muscular. The tail is strong and carried scimitarwise. The coat is what might be called pencilled, which gives it a crisp feeling when handled. There are two colours, Pepper and Mustard, of varying shades. Dogs weigh from eighteen to twenty-four pounds; bitches about two pounds less.

"In brief, the kindly disposition of a Dandie, coupled with the fact that, if wanted, he can be depended upon to give an excellent accounting of himself in any encounter, constitutes the very essence of what is required in a terrier."

DESIGNS FOR DRESSMAKING



These six approaches to April, shown in larger views on pages 116 and 117, are perfect beginnings to a new season. Your choice may be a charmingly simple one-piece dress, or the always useful jacket ensemble. These are designed for sizes: S-3974, S-3975, 7677, in 12 to 20, 30 to 40; 7683, in 14 to 20, 32 to 38; 7682, in 12 to 20, 30 to 38; 498, in 12 to 20, 30 to 42

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 30.



SLOTE & KLEIN, inc. • 16 EAST 31 • NEW YORK
world's premier maker of quality belts for women

Prim rows of metal on the box-like buckle . . prim rows of cording on the Cape Krush belt . . a crisp new Criterion Original in perfect tune with Spring! In all leading colors, at all leading stores, \$1.50.

Smooth, Radiant Crowns

Sleek and shiny . . . born of a streamline era, is this new coiffure with its smooth crown and lustrous beauty. For this sleekness of line, a new modern brush . . . STRANZIT. Its wavelike bristle trim strands the hair and actually polishes as it sweeps through. STRANZIT frees the hair of annoying flakes of dry cuticle while stimulating and massaging the scalp. . . Treat winter-drab, dull hair to STRANZIT and have your envied new coiffure enhanced by lustrous, radiant hair.

New "Page Boy" hair-do designed by M. Louis, Director of American Hair Design Institute

Pro-phy-lac-tic STRANZIT Hair Brush

\$1.50 TO \$3.50

NOTE SERRATED BRISTLE TRIM
 WIDE SPACING BETWEEN GROUPS
 WAVE-LIKE ROWS STRAND THE HAIR
 BRISTLES SEALED FAST BY PERMA-GRIP

France



Fashionable St. Jean-de-Luz Beach

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THE RAILWAYS OF FRANCE

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LONDON SHOPPING

(Continued from page 118) suède used here is as soft as fabric, and the garments are beautifully cut and without that grim sturdiness so common to leather jackets. Don't think from this that they are fancy, which would be maligning as trim and workmanlike garments as you ever saw. They are made in lovely shades of rose, purple, amber, green, and blue, among others, and are light, warm, water-proof, and even spot-proof—a great advantage in the English climate and not a bad idea for America either. You can have a long or short coat with a skirt in the colour of the coat, and there are some extra-heavy leather jackets for those hearty women who like to go fishing.

If it's a suède waistcoat that you want, look in at ROBERT DOUGLAS, another Bond Street shop. You'll find well-cut ones in a great variety of colours, and a lot of smaller things beside, which would make extra-good presents to distribute among your expectant friends—such as braided dog-leash belts and small square make-up cases to slip into your pocket, for sports.

IN A MAN'S SHOP

Another good place to look for small gifts is SIMPSON'S, in Piccadilly. This is actually a man's shop, but it has a brand-new women's department, as well as an excellent gift shop for women tucked modestly in the basement, where it can't offend masculine shoppers. There is also one of those very English snack bars, where you can have morning coffee or afternoon tea, and, if you go at the right hours, you can watch an hour of television while you rest for another shopping bout. Before you leave, be sure to look at the enchanting little sports watches—round crystal ones with braided leather edges, to hang from your lapel, and square leather ones to slip into your

bag, all much flatter than a pancake, and not expensive.

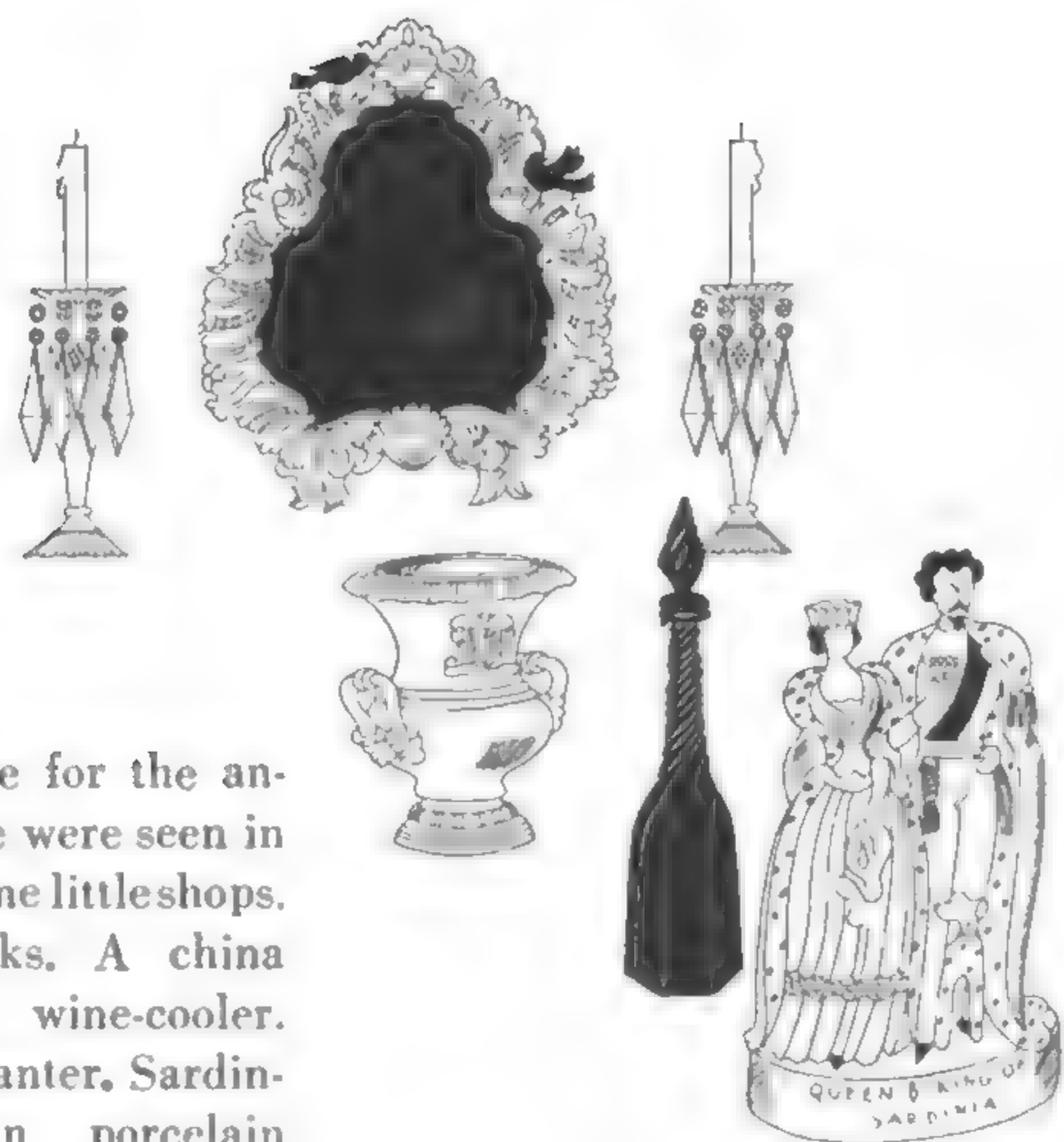
If you are horsy or have horsy friends, SWAINE AND ADENEY is the place for you. This Piccadilly establishment has been making hunting and riding crops through a half-dozen reigns, and there is nothing about the subject they can't tell you—and without making you feel like a moron, either. They have drawers and drawers full of every conceivable type of crop and whip, for all countries, tastes, and purses, as well as a lot of other enticing sporting leather goods. Look especially at the shooting-sticks with leather seats that are almost comfortable (some with umbrellas concealed in the sticks), the fitted cases designed for a rider, and the racing bags for women, with race-cards, powder, and what-not all neatly inside.

ALL KINDS OF GLOVES

For gloves, on all good London shopping lists, you might go first to DEBENHAM AND FREEBODY, in Wigmore Street, where an American is almost cowed by the air of relentless British resourcefulness and reliability. This excellent shop has gloves that will practically never wear out. A pigskin or a hogskin has to have everything but social references to get into a Debenham and Freebody glove, but, once it has achieved this, the glove is something. The washable hogskin ones, in a nice oatmeal shade, are beautifully made, and finer hogskin ones, as soft as velvet, are perfect to wear with suits. The British buy them with silk linings, which are not in the least clumsy and keep the hands clean and warm, but for you and me they are unlined, as well. And, of course, there are antelope gloves and fine suède and doe-skin models in all colours. FINNICANS, too, makes a specialty of suède pull-ons, hand- (Continued on page 133)



Don't come home without some British wools. A tweed suit; Fortnum and Mason. A cardigan of fine wool; Shetland Industries. A Shetland wool shirt; Shetland Industries. A twin sweater and cardigan of that exceptionally soft wool known as vicuña, to match the smart sports coat below; Jaeger. Pastel plaid bed-rug; Shetland Industries



London is paradise for the antique-hunter. These were seen in the thousand-and-one little shops. Crystal candlesticks. A china mirror. A silver wine-cooler. A ruby glass decanter. Sardinian Majesties in porcelain

(Continued from page 132) stitched and unbelievably soft, in nice gingery, amber, and reddish brown shades, as well as other colours. And at BIDE'S, an infinitesimal glove shop on Conduit Street, you will find the most tempting country gloves you ever met—heavy pigskin gloves as soft as mole, with or without cashmere linings; gauntlets with cashmere lining the fingers and fur for the bulky cuffs; fur-backed gloves for motoring; and heavy cham-ais gloves that wash and wash.

The type of leather goods that falls under the head of stationery is unbeatable at SMYTHSON'S, on New Bond Street. Good gifts are the big envelope and desk files of soft leathers in lovely colours, the diaries and address-books (big ones with plenty of room for telephone numbers and foreign addresses), and the desk sets of Dictionary and Encyclopædia, with tooled leather bindings.

WOOLS AND WOOLS

Warm, woolly, sturdy sports clothes are nowhere better than in England—and how *this* came to be you will understand perfectly after just one week-end in any English country house and most town ones, where you will be equally cold indoors and out.

JAEGER'S (the parent shop is in Regent Street, but there are branches all over town) has lovely things to keep you warm, both of the workmanlike, classic type and of very new and very smart design. Leaders in the first group are the vicuña-wool coats differing from the beloved camel's-hair coat only in the square shoulders and the lovely softness of the vicuña-wool. There are twin sweaters to match—made, in fact, of the identical wool—with, of course, no nonsense about them. These would be the perfect present for a school or college or sport-loving daughter, especially if you threw in a tweed skirt checked in tan-and-black. Jaeger's has also a great variety of alluring cashmere sweaters, some striped like a blazer, some plain and in nice colours, some in twin sets. There are also appealing Shetland negligés and bed-jackets—cosy, as the English say (with feeling)—very light and pink and fine, and lined with chiffon or crêpe de Chine.

Another good place for sweaters—jerseys or jumpers to the British—is FINNIGANS again. This very English house has beautifully soft cashmere models in colours like yellow, dusty-pink, or blue, knitted to give a nice

shape at the waist and buttoned below a turn-over collar. Cardigans to match are in different weights and stitches, and there are tweeds to match, too, which Finnigans' excellent tailor will make into skirts and coats. Try a plain tweed coat to match a sweater, and a checked skirt in harmonizing colours.

LITTLE SHOPS, BIG SHOPS

Another shop that you shouldn't miss—for tweeds, sweaters, and a great many other things besides—is ROSE TAYLOR, in Grosvenor Street, where you will find fifteen departments, each like a little shop in itself. Rose Taylor designs all the sweaters herself and shows not only ready-to-wear clothes, but models of her own design, as well. And you probably won't get by the accessory department on the main floor.

And, of course, there is HARRODS—one of those stores that is an English institution—as large and spacious as any department store in the world. It has literally everything to fill in the gaps that always appear in a wardrobe after a little travel. You can go to Harrods for anything you could need in the course of twenty-four crowded hours (including the house you live in). And for the busy visitor, Harrods' recently opened beauty salon has high-speed hair-dryers to make the most of every minute.

HARVEY NICHOLS is another shop that manages to combine a good British atmosphere with very up-to-date merchandise, so that you will feel both at home and abroad as you look around. There are really smart ready-to-wear clothes that you won't find in every English shop, and a special department for small sizes, which will please Americans. The glove department is especially good. And Harvey Nichols' fabrics and carpets deserve a moment. Not long ago, one of their directors, who's a know-all about carpets, trekked East in search of rare examples from Persia and India, and came home with valuable old prayer-rugs, camel's-hair strips, and carpets to warrant taking your traveller's cheques along.

Coming back to tweeds, if you want to buy them by the yard, you can't do better than to go to DEBENHAM AND FREEBODY, where we've already sent you for gloves. You will find Cumberland homespuns and Linton tweeds in a wide range, differing slightly from those found in America. Some are so soft you can scarcely believe it, and find yourself (Continued on page 134)

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"The feminine mode
in a tailored manner"

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LONDON SHOPPING



Americans in London—here is a treasure-trove of addresses for you. It's the Address Book of British Vogue's Shop-hound—all the valuable shop discoveries made by London Shop-hound in the past year. It fits nicely into a hand-bag, costs about a shilling, and can be had at Vogue, 1 New Bond Street

(Continued from page 133) feeling and feeling them, and they are in enchanting shades of tangerine, sulphur, dust, pink, and practically everything else, with harmonizing checks for coats. Heavier ones, but still very light and soft, are in nice mixtures such as blue-and-white flecked with red, or brown-and-beige with orange.

ROBERT DOUGLAS, in Bond Street (we told you about this shop, too, before), has smart sweaters that are not too strictly sports-like, yet not at all fancy, and the SHETLAND INDUSTRIES, in George Street (off Baker Street), have all types, beautifully hand-knit, with hand-woven woollens to match. They will make these into classic coats, skirts, or suits that you will wear and wear in the country, when you get home. And look here at the hand-woven rugs in lightish plaids, which would be perfect throws for your *chaise longue*.

And finally, you will, of course, want to see the sports clothes at FORTNUM AND MASON, which you have always heard about, and the famous English sports shoes. You will, in fact, want to see a great many things in this Piccadilly establishment, where even the non-shopper (if such a creature exists) would enjoy a sightseeing trip. She will be charmed by everything, from the medley of cheeses, wines, fish paste, flowers, and York hams with pink ruffles, on the first floor, through the gifts in the basement, up to the very modern decoration on the top floor. And she will probably enjoy lunching (one day when she's had an overdose of roast-beef and Yorkshire pudding) in Fortnum's restaurant, where, in spite of an unrelenting British atmosphere, she will find salads and chocolate desserts vaguely reminiscent of Schrafft's.

FAMOUS DESIGNERS AND TAILORS

If you have time to order a tailored suit, and want that fine British tailoring respected all over the world, go to DIGBY MORTON, on Grosvenor Street. He makes suits with which you'll stay friends a long while. And remember that the prices charged by even leading English tailors like Digby Morton seem fantastically small. For English evening dresses and summer resort clothes, there's ANN TALBOT, in Berkeley Square, who has a reputation for designing evening clothes for both older women and *débutantes*. Her collection is scheduled to be shown to-

wards the end of April, so if you get to the Coronation a little early, don't miss it.

VICTOR STIEBEL—whom Americans already know rather well from the collection he took to America some time ago—will be showing his mid-season collection in Bruton Street in late April. If you're going to Ascot, you certainly won't want to miss it, for Ascot clothes will be a big feature.

SCENTS

On the morning when you wake up with that desperate feeling that your trip is almost over and still you have a dozen things to do, and haven't bought half the presents you must buy, put on your hat and go straight to CULPEPER HOUSE, FLORIS, or ATKINSON, or better still, all three. You know, of course, about the delicious English flower scents, and all these houses have them. The range at Floris includes such alluring perfumes as jasmine, honeysuckle, new mown hay, white violets, white lilacs, tuberose, tea-rose, and Malmaison. A sufficiently large order of these ought to settle your small-gift problem in one fell swoop. Culpeper House will match toilet-water, bath powder, soap, and various other things in such lovely fragrances as narcissus, and has, also, a delicious water called Angel Water and an enchanting hand lotion, among other temptations. And Atkinson is famous for its lavender-water, eau de Cologne, and sets of perfume, bath salts, toilet-water, powders, and soaps in gardenia and other flower perfumes.

THINGS TO EAT

If it's a man who is worrying you, food is a safe solution. FORTNUM has delectable game pastes that we never see in America, put up in nice pottery jars, and delicious to serve with salads or at a buffet supper; and very special pastes and savouries made of such things as reindeer tongue with truffles, potted game, mushroom mixtures, and sweetbreads in engaging little jars with English scenes on the tops. Or you might get him a Stilton cheese, also in a jar and also at Fortnum's; or a bottle of brandy from BERRY BROTHERS, in St. James's Street; or candy from CHARBONNEL AND WALKER, in Old Bond Street, or from BENDICK'S in Bruton Street. At the first shop, you can (Continued on page 135)

LONDON SHOPPING

(Continued from page 134) sample each kind of sweet from trays arranged for the purpose, and, at the second, you will find the boxes as attractive as the candies. SELFRIDGE'S is still another place to go, if you are in quest of food, but here you may be too intrigued by the specialties from home to look farther. Selfridge's food department is the happy hunting-ground for Americans keeping house in London—it has more American foods than you could name offhand, including all your favourites.

VERY MISCELLANEOUS

LIBERTY'S, in Regent Street, is the most miscellaneous place we know, and you must certainly go there. Once inside, you will have a nostalgic feeling for bygone days when you shopped at Vantine's on Fifth Avenue. With a little browsing around Liberty's, you will discover a number of things you will want to buy, such as those smocked dresses for big and little girls, made of Liberty silks or cotton prints; and lovely tie-silk scarfs.

You could scarcely find more of a contrast than DUNBAR HAY'S shop in Grosvenor Street, a very modern little gift shop with enchanting lamps decorated with old Pollock prints, wooden trays with amusing fabrics under the glass, lovely glass and china designed by modern artists, coronation mugs in nice colours, and "coronation" organdies scattered with coronets. The coronation merchandise, incidentally, will some day be collectors' pieces and possibly very valuable.

In this class are the lamps made from huge old green glass bottles and painted with the Royal Arms and the coronation date, by the disabled soldiers at the LORD ROBERTS MEMORIAL WORKSHOPS, directly opposite Harrods. The Workshops have also some nice waste-baskets painted with British guardsmen in their red tunics and towering busbys, to remind you of the day you went to see the guards change at Buckingham Palace. And at HARRODS, there are handsome glass and pottery vases made specially for the coronation.

If that isn't enough, here are half-a-dozen more suggestions. The Dresden china figures of British soldiers and heralds at FORTNUM'S, to stand on your library mantelpiece. The pink Wedgwood breakfast sets patterned in blue, copied from old designs, at ASPREY'S. The lovely lingerie and negligés at LYDIA MOSS, in New Bond Street, or at LESLIE BENSON'S in Hays Mews—compensation for those who can't get over to Paris. The bouquets of Staffordshire flowers, found in most flower shops and in large shops like SELFRIDGE'S, and charming for the table as a substitute for real flowers. Any of the hundred smoker's gadgets from DUNHILL'S in Duke Street. And an English top-hat from SCOTT'S in Old Bond Street, for a husband or a father. And the beautiful quilting done by the COUNTRY INDUSTRIES, in Eccleston Street, following famous old patterns.

MARIAN JACKS, in Old Bond Street, is an authority on corsets, corselettes, girdles, et cetera—if the need for any of these fundamentals arises while you're in London.

ANTIQUES

But though London may be fun for any shopper, it is paradise for the antiquer. There seem to be a thousand antique shops, big and little, smart and quaint, accessible and tucked away in the most remote sections. And, of course, there is the CALEDONIAN MARKET of fabulous bargains, which you really shouldn't miss, antiquer or not. This market is open only on Tuesdays and Fridays, and it spreads over an enormous stretch of cobblestones, a clutter of junk-shops and booths, where you may discover anything. The stylish stalls are in the centre, with their stock neatly sorted, but the real adventure is to discover a bit of Staffordshire or old silver in a medley of old books, wash-basins, and general junk on the outskirts. You need old clothes, plenty of time, and some one who is a good bargainer and a judge of antiques for this expedition, and you are likely to come home with both arms full of newspaper-wrapped bundles containing treasures you will adore for years.

Less uncertain and still adventurous is the antiquing in the thousand and one little shops, which are bursting with lovely old furniture, prints, glass, china, and the little china figures that most of the world is now collecting. You will probably discover your own favourite—lured in by a Rockingham dog or a silver wine-cooler in the window—but if you want to visit a number of shops without too much running around, try the long row opposite Harrods, on Brompton Road, the shops up and down George Street (off Baker Street) and those on Beauchamp Place. For china and glass, Miss Coats, 2 Baker Street, is a treasure, and other good names are Claytons, in Crawford Street, off Gloucester Place; Hugo's on Warren Street, near Tottenham Court Road; and M. Cook, in St. Christopher's Place. Or, if you're looking for wood—old panelling for your library or a carved mantelpiece, for instance—, take a long morning off and visit Mr. Koch, also near Warren Street, not far from Hugo's. You will think at first that you are in a tiny shop, but once you start exploring the garrets and cellars that are part of Mr. Koch's establishment and seem to cover miles, there is no telling when you'll get back to your hotel.

ON TO EDINBURGH

Just in case you're going to Scotland before you start for home, we'll add two Edinburgh addresses to make the trip even more worth taking. They're both in Princes Street, and the first one—JENNER'S—is famous for such untypically Scotch things as tea-gowns and beauty treatments—though it has all sorts of other things, too, such as silks and linens and glass and an excellent restaurant. But it's the tea-gowns and cosmetics that intrigue us—they seem so unrelated to Scotch thrift.

The second shop is DARLING'S, which is presided over by Mr. Darling himself, in a tail-coat and a top-hat. Mr. Darling will take a friendly interest in your purchase of a Highland tweed, a knitted suit, or even a wedding-dress, if your trip has proved that successful.



Stony Book DAINTINESS

in DOTTED SWISS FROCKS

The Dresden delicacy of their white collars and cuffs was planned to flatter you. Irresistible invitations to look like a picture book all day long. June Arden has a knack for combining beauty with service, and these styles are typical... The V-neck dress above with immaculate white gilet and the next style with delicate lingerie collar and cuffs both come in assorted dark or white backgrounds. At right, a multi-colored powder puff print with lingerie trim... **\$3**
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tion makes your figure look years younger and pounds lighter. It accents *your* beauty; corrects *your* faults.

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THE PARIS COLLECTIONS

HERE is the second and final half of our house-to-house reports on the Paris Openings, the first of which began in the March 15 issue.

CHEZ MAINBOCHER

Mainbocher uses prints brilliantly. Vivid prints flash at neck- and hem-line from under slim, smooth top-coats—and pop out boldly in printed gloves to match. The coats are collarless, reverless, fitted through the waist-line as slick as a basque. Some have silver-metal clasps; most are in either navy-blue or grey.

A printed slip flicks from under a day skirt, slit into narrow panels from knee to hem. A crêpe evening dress has a chintz pattern, the same pattern used in two or three different tones in the same dress. You will see this treatment in the crêpe dinner-ensemble on page 92. A sheath evening dress, slit up the back, reveals a slip of the same chintz pattern in a darker tone. And there are Colonial pumps of printed crêpe to match! Huge, brilliant flower prints lurk under hooded tulle evening capes or coats. Neat, plain dark crêpe day dresses go forth under sheer flower-printed coats. A gingham-checked bolero, with gloves to match, is worn with a perfectly plain dress. "Young girl" evening dresses of gingham-checked foulard have skirts as wide as a Louisiana bayou.

Very significant of Mainbocher are the sophisticated, fringed evening dresses. One is a black crêpe shaft with a cascade of fringe in rose, blue, and black, streaking down the front side seam and sweeping onto the floor. (This is shown on page 56 of the March 15 Vogue.) A fringed white crêpe dress has a bias scarf, cut in one with the high, draped neck of the bodice, that encircles the head like a hood.

It's the usual fine Mainbocher collection. Sophisticated, wearable, sleek—high-lighted, as usual, with brilliant flashes of imagination.

AT MOLYNEUX'S

Distinguished as always, this collection brought forth some of the most inspired colours and colour combinations yet. Greenish beige teams with pale lemon-yellow; mustard colour with beige; navy-blue is pitted against fuchsia or Gauguin-pink. One Gauguin-pink jacket (worn over a navy-blue or black dress) stopped the show.

There are short, chubby, or square-cut jackets—some bright coloured, some printed, some of invisible plaids used on the bias—over dresses with pleated, tucked, or straight skirts. The top-coats fall into two categories: long redingotes, fitted at the waist; or loose coats with three-quarters length raglan sleeves; these over beltless dresses, plain or printed.

For evening, there is a series of pastel crêpe sheaths, off one shoulder. These are laced down the front with wide lacings of the same crêpe. Other crêpe or satin sheaths have net shoulder-straps that end in flowing scarfs. At the opposite extreme are the bouffant, slipping-off-the-shoulder dresses of black taffeta—very Empress Eugénie—trimmed with palest rose satin. There are hooded evening coats, of

taffeta, or of net scattered with paillette stars; and plain, full-length taffeta or satin coats over striped dresses.

THE HOUSE OF PAQUIN

Paquin showed one of the best collections in years, which was met with terrific enthusiasm. As throughout all the Collections, the day silhouette here is little changed, but the new colour combinations make it exciting. Suits are predominantly of neutrals and pastels, their chief claim to fame being the straight jackets with an intricate arrangement that can only be described as triangular double-breasted buttoning. The pastel plaid suits are knock-outs—with plaid used on the bias in back and front, but straight on the sides. With these are solid coloured blouses, in jersey or knitted fabric, that match some colour in the plaid of the suit. The top-coats, too, are triumphs; some in pastels, long and belted and flaring, with wide, rolled-under revers. One camel's-hair sports coat—three-quarters length, belted in back, with huge patch pockets—is bright tangerine-orange, worn over a strictly tailored culotte of navy-blue linen.

In the evening collection, the extravagant, theatrical trend is beautifully handled, in new versions of Paquin's famous fitted line that flares below the knee. One dress is of natural linen, embroidered in gold sequins; another, of white net encrusted with brown net disks, has a scarf coming from the waist in back and crossing over the shoulders to give the new veiled décolletage. And there is the now-famous dress of black shirred mousseline with a green scarf over one shoulder, a tangerine scarf over the other—worn with one green sandal, one tangerine sandal.

THE ROCHAS COLLECTION

Marcel Rochas put on a show as lively and colourful and amusing as an opera bouffe. His pastel-striped beach flannels have a harlequin look. His culottes are calf-length, or cut short above the knee—haphazard, carefree.

The day silhouette is simple, straightforward, and materially unchanged. What isn't unchanged is the colour. Top-coats in cyclamen, turquoise, tangerine, violet, grey, or light blue are worn over striped or printed dresses. These coats are fitted to the waist in front, but swing loose and full at the back. Plaid top-coats, worn over pastel jersey dresses, are straight and sober enough in line, but are apt to have a touch of humour in pottery buttons (you will find one of these coats on page 67, of the March 15 Vogue) or buttons like open books. Striped, plain, or printed jackets, in bright colours, contrast with dark skirts.

By night, there are new-looking, gipsyish dinner-dresses with full short skirts swinging free above the ankle. These are of printed taffeta, or of net with fitted taffeta bodices. Theatrical and thoroughly peasant are the full-skirted dancing dresses, weighted with flower trimming, but very light-hearted.

On the other side of the Rochas mirror are the dark, tailored linen beach clothes, (Continued on page 137)

THE PARIS COLLECTIONS

(Continued from page 136) and the divided-skirt dresses of tussur and silk piqué—all very neat and tidy, yet anything but stodgy.

MAGGY ROUFF'S COLLECTION

Stripes and plaids continue their triumphal progress through this collection, varied with straight, simple beige or grey coats (every seam of which is hand-sewn) worn with skirts to match, and enlivened with brass buttons, contrasting cord, clips or gay nail-studded trimming. Under these are turtle-necked sweaters slide-fastened down the back. Another successful trio for day is the oft-recurring one of a short wool jacket, a pleated skirt, and a plaid blouse. The coats at this house are belted, with flat, stitched box pleats coming down from the shoulder. For afternoon, Maggy Rouff does simple, draped black jersey dresses.

The evening silhouettes split into two camps. One, straight and narrow as an Egyptian obelisk, in pastel colours with wide printed bands; sometimes these were veiled with net. And the other, bouffant, enormously full, in mousseline dresses with poppies or roses strewn around the hem.

CHEZ SCHIAPARELLI

Schiaparelli is—as usual—exciting, colourful, decorative, and witty. Motifs are gingerbread and baroque. Butterflies, bees, flowers, are the keynote. And the above-ankle, ballet-skirted evening dress is the big news. These short ballet evening skirts are of striped chiffon or printed linen, worn with braided, pastel kid strap-boots (designed by André Perugia, of Padova). Look over your March 1 and March 15 issues to check up on these.

Hats may be black lacquered wicker bread-baskets, filled with flowers and butterflies; bird-cages with stiff horsehair veils; bandannas with stiffened, open-funnel fronts. There are glass and shell-flower head-dresses; and head-dresses of plumes or butterflies. There are short net evening gloves with bunches of flowers on the backs. There are butterfly fans. There are

bird-cage evening coats of transparent, honeycombed horsehair; black over print, fuchsia-pink over black. All very Bérard ballet.

The day silhouette is unchanged, except for a slight bias fullness at the front. The simple afternoon dress is unchanged in line; but the new prints are birds, pansies, butterflies, squirrels, bees. All of these dresses are unbelievably short. The printed ones nearly all have little jackets, which Schiaparelli shows thrown over the shoulders with the sleeves tied across the chest, giving a cape effect. (In fact, we thought they were capes at first.) She also shows evening jackets thrown over the shoulders—very smart-looking.

Then there are pastel tweed suits and top-coats: lime-yellow, corn-yellow, greenish grey, pinky-beige. Navy-blue and wine are often combined. Buttons may turn out to be butterflies, mermaids, fox-heads, or ram's-heads. One jacket has three slit pockets to shape the waist; a black silk alpaca redingote for afternoon has patch pockets at a new low—about on a level with your wrists. Black alpaca suits for afternoon are smart and severe. Straight, dark, silk alpaca dinner-suits have jackets trimmed with glass and shell flowers. Checked, pastel coloured lamé jackets are worn with plain black dresses. In fact, she uses checked pastel lamés (made by Model) for both afternoon and evening jackets, with rolled collars that continue down into revers, and round, pouch-like pockets.

There's a gay fishing-village feeling about Schiaparelli's beach and summer clothes, in which she makes great use of Everfast linens and canvas. There are two-piece linen dresses and peasantish, printed cotton beach dresses. There are apron skirts—one lobster-printed; and big wicker-basket hats, turned up or turned down. There are loose string jackets, and coolie jackets worn with full pants that nip in tight below the knee.

AT VIONNET'S

Vionnet, serene and triumphant, epitomizes the true Parisian manner of dressing in her new collection. Recent day clothes, dateless and characteristic; exciting evening clothes to make your entrance an event. For day, the loose jacket of dark velveteen that is like a Vionnet signature; the print dress beneath a fitted wool coat, wide open in front; the dark wool jacket suit with Scotch plaid ribbon braid for belt and collar—all easy to wear, simple, "lady's clothes."

But for evening—there's another story. Vionnet gives you a hooded cape of sheer black Chantilly lace, worn over white organza; more bouffant, more innocent, more Victorian than the Victorians. Or a straight stem of a Directoire dress in acrid lime-yellow. (These are illustrated on pages 58 and 59 of the March 15 Vogue.) Or tier after tier of chiffon, mounted to make a printed coat. There is the black flow of a cape over mousseline draped in two colours—turquoise and raspberry, green and orange; there is another black cape, hooded again, over white mousseline with a black patent leather belt.

It's the Parisian recipe...not a "dated" dress for day...not a dull one for evening!

CREATE A NEW "YOU"



WITH A NEW POWDER SHADE!

**A New Face Powder Shade May Give You
a New Personality—a New Glamour—a New Charm!**

By *Lady Esther*

You know what color in clothes can do for you. One color puts you out like a light. Another makes you look and feel your best.

But no color in clothes has half as much effect on your personality as your face powder shade. For this becomes a real flesh-and-blood part of you.

Yet thousands of women and girls are actually wearing the *wrong* shade of face powder. Every morning they commit beauty-suicide, right in front of their own mirrors. They quench their personality, destroy what ought to be their glamour and charm—with a dull, drab, dead shade of face powder!

Far better, I say, to use no powder at all, than to bury yourself alive under such a disguise!

Use the Magic of Color!

Yet for each of these girls and women—for *you*, too—there is a *right* shade of face powder. It won't subtract from your beauty. Nor will it leave you just as you were. No! This right shade will add the magic of living, glowing color. It will flatter you, glorify you, create right before your eyes a new "you" that you never dreamed you could be!

The reason you haven't found this right shade long ago is probably because

you've been choosing according to your "type"—a blonde should wear this, a brunette that. *This is all wrong!* You aren't a type. You're yourself. And how lovely that self can be—how vivid, alive and alight—you'll never know till you try on all five of my basic shades in Lady Esther Face Powder.

See for Yourself!

To let you prove this to yourself, I will send you all five shades of my Lady Esther Face Powder free of cost.

When you have tried all five shades and have discovered the one that was made just for you, you will be instantly aware of many things. You will see a new glow, a new warmth in your skin. You will see a new beauty in your face, in line as well as color. You will see a new radiance about your entire person.

Write today for all five shades of Lady Esther Face Powder. Your mere request on the coupon below brings them to you postpaid and free. With the five shades of Lady Esther Face Powder, I will also send you a purse-size tube of Lady Esther Face Cream. The coupon brings both the powder and cream.

(You can paste this on a penny postcard) (32)

Lady Esther, 2024 Ridge Avenue, Evanston, Illinois

Please send me by return mail a liberal supply of all five shades of Lady Esther Face Powder; also a purse-size tube of your Lady Esther Four-Purpose Face Cream.

Name _____

Address _____

City _____ State _____

(If you live in Canada, write Lady Esther, Ltd., Toronto, Ont.)

FREE



RAWLINGS

For the chic French foot, with which some Americans are blessed: an opera pump, custom-made by the Vanity Boot Shop, which specializes in the young, short vamp shoe. Blue, black, brown, or terra-cotta calfskin



Both exclusive . . .

made in our own workrooms

The Linton Tweed Suit is of soft navy cashmere or in a variety of patterns. The short, trim jacket; the youthful round collar; square shoulders; four patch pockets; the waistline sharply defined by the belt—all combine to give it a distinctly 1937 look. The skirt acquires fullness from pressed pleats at each side.

Linton Tweed Sport Suit \$75

In sharp contrast with last year's sloping shoulders are the square wide shoulders of the coat. It has high lapels, fly-front fastening and though slightly fitted, is as casual as a man's coat.

Linton Tweed Coat \$75

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TO MAKE OR NOT TO MAKE



RAWLINGS

If you are one to cast covetous eyes on hand-knitted things, here's a sweater of Botany yarn that's easily come by. You may pick it up at Alice Maynard, in a cool woodland green dyed to match the suit. Bone buttons stray down the front in groups of three; the neck is becoming with or without a scarf. Or, if you prefer your own handiwork, you can make this up yourself in the professional-looking, but withal simple, diamond pattern. Yarn and directions from Alice Maynard; for directions only, send a stamped, self-addressed envelope to Vogue, 420 Lexington Avenue, New York

Whether you're taking a cruise, going out to walk your terrier, or merely week-ending peaceably in the country, you can get great satisfaction from this Botany Globe-Trotter jacket in two-tone hunter's-green, with its impeccable Norfolk-jacket back, its fascinating bark-of-a-tree surface. With it goes a skirt of green Pointer tweed, and the ensemble may be purchased intact at Alice Maynard. Or buy the tweed there by the yard, and let your tailor handle the skirt problem. The parachute beret is of black felt, with a rolling brim and a multicoloured pheasant quill. Howard Hodge



THE GLORIOUS TWELFTH—OF MAY

(Continued from page 98) in his or her place. Several thousand people, including peers and peeresses, foreign royalties, representatives of foreign governments, diplomats, members of Parliament and the press, will be crowded into the Abbey on seats erected tier after tier up to the very eaves of the historical building. The peers will be on one side, and the peeresses on the other. Nineteen inches of seating space will be allowed to each of them, while commoners get only eighteen inches. The privileges of rank!

THE PRICE THEY PAY

On the other hand, they have to pay for these privileges. Peers and peeresses have for the last six months been bombarded with advertisements from London firms supplying coronets, Coronation robes, and the fur to trim them with. Prices such as these are quoted: CANADIAN ERMINE—Baroness, 29 gns.; Viscountess, 37 gns.; Countess, 45 gns.; Marchioness, 58 gns.; Duchess, 75 gns. RUSSIAN ERMINE—Baroness, 48 gns.; Viscountess, 60 gns.; Countess, 67 gns.; Marchioness, 82 gns.; Duchess, 120 gns. SHEARED WHITE RABBIT—Baroness, L5.10s.; Viscountess, L6.; Countess L7.; Marchioness, L8.; Duchess, L12. (A duchess does not pay more just because she is a duchess, but because her robe is longer and requires more fur.)

Likewise, coronets of real silver and gold, or beaten brass and tin, are quoted at a price. And, according to the conversation in London drawing-rooms (where the price of everything is discussed on *all* occasions, though they would say this only happens in America), it will be a Coronation entirely dressed in "sheared white rabbit" and "beaten brass and tin." The least a duchess could reasonably spend on her outfit would be \$2,050; the least a baroness could get by with, \$720.

Although the ermine may be rabbit and everything that glitters not gold, the jewels will be real. And the jewels of the English peeresses are something only to be surpassed by Indian Maharajas. The peeresses will arrange their tiaras so that they can put their coronets on behind them. These are pinned—or were formerly—with short hatpins. Now that most women have short hair, elastic will probably solve the problem.

And that is not the only Coronation problem confronting peeresses and peers alike—who must remain in the Abbey some five hours. Seven thousand people can not, like little Audrey, go back and forth to the gentlemen's or ladies' room, *ad lib*. So, like the guardsmen who will line the route, all must "eat dry" from six o'clock the evening before.

A temporary building is being erected outside the Abbey, like a private waiting-room at a railroad station, to receive the King and Queen and the Court on their arrival there—a place in which to arrange themselves before entering the Abbey for the ceremony. More than one hundred thousand pounds is being spent on the arrangements in the Abbey.

THE GREATEST SHOW OF ALL

After the two-hour Coronation ceremony, the King and Queen, still in their Coronation robes, will drive in an open state landau along a five-mile route to be acclaimed by the frenzied crowd. That London crowd is perhaps the greatest show of all. It will stand in orderly masses for many hours without pushing or getting out of control. It will obey orders from polite policemen, and take care of the women who faint and pass them on to the ambulance corps attendants stationed at every street corner. (It is a well-known psychological phenomenon that a certain type of woman will always faint just as the procession is about to pass.) These people will cheer and cheer—not so much for those in the carriage or the escort of glittering Life Guards—but for an idea, symbolized by the pomp and pageantry, by Church and State that are one. And all over England that night, my Lords, Ladies, and Gentlemen will raise their glasses to "His Majesty the King!"

A Clean Face

is the secret of radiant beauty



BEAUTY authorities agree that thorough cleansing is the most important step in complexion care. A simple step, too, since Daggett & Ramsdell created the new Golden Cleansing Cream—a more efficient skin cleanser could not be obtained.

New kind of cleansing

Golden Cleansing Cream contains a remarkable new ingredient, colloidal gold, with an amazing power to rid skin pores of dirt, make-up and other impurities. You can't see or feel this colloidal gold, any more than you can see the iron in spinach. But its special action makes Golden Cleansing Cream many times more thorough than ordinary cleansers, and tones and invigorates skin tissues meanwhile.

Make this simple test

Apply your usual skin cleanser.



Wipe it off with tissue. Then cleanse with Golden Cleansing Cream. On the tissue you will find more dirt—brought from pore depths by this more effective cleansing.

Try it tonight. See for yourself how fresh and clean Golden Cleansing Cream leaves your skin. You'll find this new cream at your drug or department store for just \$1.00.

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Enclosed find 10c in stamps for which please send me my trial size jar of Golden Cleansing Cream. (Offer good in U. S. only.)

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CLASSICS OF THE COUNTRY



ADMIRAL—Capital dress for a summer cruise! Miriam Gross designed it with seaworthy (and landworthy) features. Trim, double-breasted tailoring. The RIGHT COLOR—natural with navy or brown. And the RIGHT MATERIAL—a “links and links” Mir-A-Lin knit that won’t wrinkle or stretch. The fabric pattern, taken from wood-carved beading on a centuries-old Italian chest, lends Mediterranean romance. . . . Miriam Gross Company, Milwaukee, Wisconsin.



This amber suède sports jacket for the mature figure has no trace of the flip or the undergraduate, yet at the same time is short and unhampering, ideal for cross-country rambles. Amber tweed skirt and hat. All from Martha West



Fill in the chinks in your wardrobe with some of these silk shirts, which you'll wear one day with your tailored suit; the next, for a round of golf. The low neck-line lets you wear your pearls. All colours; large sizes. Martha West



This natural coloured cloqué knitted blouse is close kin to the French ones; it buttons briefly at the front and has a flat, folded-back self-collar. That tan felt hat has a generous brim, which lists to the side. Both from Martha West

SMART FOR YOUR AGE



Above all and over everything you need a country top-coat that isn't too clumsy. Such a one is this, by Shagmoor, with its single-breasted closing, its businesslike set-in sleeves, its straight, complimentary lines. From McCreery



Plaid and plain—an overblouse and a three-quarters length cape knitted in a brown-and-beige plaid design, show up against a brown worsted skirt. The brimmed felt hat rolls up at the sides. All from Martha West



Dusk-grey marquisette—a lovely colour with grey hair—is inset with lace bands to make this gracious dress for spring evenings. The skirt, opening over a grey marquisette panel, encourages slender lines. Lord and Taylor



Edged with rickrack, enlivened with a row of gay, white buttons. It's full of sparkle, with wise flattery in the flared skirt and slimming bolero.

You'll especially admire the new three-quarter sleeves of the jacket..the pleated, puff shoulders and short-fitted sleeves of the frock beneath, the ideal, all service weight and texture of the fabric. Indispensable now, destined to be your favorite when warm weather comes. Navy with white, black with white.

Sizes 10 to 20 \$25



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Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK

THE MELLON COLLECTION

(Continued from page 74) masterpieces from the Hermitage, until they can be placed in the new building soon to rise on the Mall, not far from the Capitol.

In addition to the portrait of "Señora Sabasa Garcia" by Goya, reproduced in this issue, there is in the collection a larger and more overpowering portrait of the Marquesa de Pontejos by the same master.

The "Portrait of a Young Woman," by Vermeer, is the smallest of the known canvases by this renowned Dutch master. William Bürger, an early writer on Vermeer, listed it as "a portrait of a young man"—an error which has often been repeated; in America, for example, by Philip Hale, the Boston writer on art. It is interesting to know that for this little picture by Vermeer, and for the "Saint George and the Dragon" by Raphael, also an extremely small canvas, Mr. Mellon paid the largest prices ever paid for two paintings—if calculated in inches.

The portrait by Van der Weyden (the third of our reproductions) is by the Flemish painter who founded the school of Brabant. He was a pupil of Van Eyck and died, after entering a religious fraternity, in 1464, two hundred years before the death of Rembrandt and Vermeer. In France, Van der Weyden was for a long time known as Rogelet de la Pasture, the name which he adopted before finally settling in Brussels.

THE THREE BELLINIS

The fourth of our series, Giovanni Bellini's "Portrait of a Youth" is painted on wood. Note that the hair is worn in the *zazzera* fashion, so prevalent at the time in Venice. Bellini was one of three great Italian painters bearing that name, his father, Jacopo, and his brother, Gentile, being almost as well known as the author of this portrait. Giovanni, who was also a brother-in-law of Mantegna, another great master, numbered among his pupils two no less formidable painters than Titian and Giorgione. Note how fresh, how engaging, how modern is Giovanni's portrait of this youth, in his flaming red coat, though the panel was executed before Columbus first set sail for America, the period between 1480 and 1490 having given Giovanni Bellini his principal fame.

As a result of the eloquent answers made by Mr. Mellon and Mr. Frick to the searching question propounded by their critics, and mentioned at length at the beginning of this article, the world is beginning to see that Mr. Frick and Mr. Mellon—and their friends, Mr. Morgan, Mr. Widener, Mr. Walters, Mr. Fletcher, Mr. Altman, Senator Clark, Colonel Friedsam, John G. Johnson, William Rockhill Nelson, who gave ten millions for art in Kansas City, and Edward Drummond Libbey, who gave fourteen millions to the art museum in Toledo, were hardly the public menaces the politicians had pictured them. They no longer appear to us as dour, dry, merciless machines of business, but as men who not only had a great feeling for art, but had secretly determined to use their fortunes for the public good.

In a hundred years, Mr. Mellon will

be remembered, not as the Secretary of the Treasury, or Ambassador to England, or the ablest business talent of his day, but as the man who was principally responsible for bringing beauty to the nation's capital. In a thousand years, he will have become a fabulous and legendary figure. Strange myths will spring up around him. The very young, in visiting his National Gallery, may even in their bewilderment connect him with the Medicis, since there, before them, will be the Medici family's bust of Giuliano, from Verrocchio's own hand; or as a man who had supped, in Holland, with many a laughing cavalier or feasted in the palaces of Venice with the beautiful daughter of Titian, at the banquets of the Doges.

TWO REMARKABLE VENUSES

It was Titian, the mightiest of the Venetians, who painted one of the warmest and most seductive of Mr. Mellon's canvases—"The Venus with a Mirror," a picture which was discovered in the artist's studio in 1576, when he died at the age of ninety-nine. The canvas, which is supposed to have been a portrait of the painter's daughter in her early womanhood, so intrigued Mr. Mellon that he purchased it from the Soviet Government for \$544,000.

Only one other Venus in America can be exactly compared to it, the famous "Venus and the Lute Player," also from the hand of Titian. This painting, which is even more voluptuous than Mr. Mellon's, was purchased last year by the Metropolitan Museum of Art. It was acquired, from the collection of Lord Duveen, with funds bequeathed to the Museum by Frank A. Munsey, an old friend of Mr. Mellon's, and a Puritan of the most unyielding order; a grey, gaunt, prematurely old man, continent as a friar and overly inclined to melancholy. There is a touch of irony in the thought that the names of Mr. Munsey and Mr. Mellon, men so correct, exemplary, and continent in their private lives, will always be associated with the two most carnal and libertine canvases in American museums.

"The Venus with a Mirror" was not the only treasure that Josef Stalin relinquished to Mr. Mellon. Seventeen paintings in all passed from the Hermitage to Washington. For those pictures, the Soviet received an average of more than \$400,000 per canvas.

How shocked would the ghost of Catherine the Great have been if, a hundred and thirty years after her death, her spirit had crossed the little bridge from the Empress's rooms in the Winter Palace to the galleries of the Hermitage, only to see seventeen of the greatest treasures in her Empire leaving on a long, sad journey of five thousand miles, only because Josef Stalin (a man she would have taken particular pleasure in assassinating) might buy a few more guns for his army. And, in particular, how bitterly must her spirit have grieved at losing sight of such almost sacred revelations as Raphael's "Madonna of the House of Alba," which Stalin had bartered for \$1,166,000; Botticelli's "Adoration of the Magi," transformed into \$838,000; and Van Eyck's sweet and mystical "Annuncia- (Continued on page 143)



Lovely, lovely colour...

These inexpensive knits are softly nubbed cotton chenille...and they come in most delightful colours! They fit trimly and well and KEEP their shape. Actually they have a hand-knitted look—in spite of their modest 3.95 price!

Ribbed crew neck (left). Cherryred, rose, aqua, copen, maize, white. Sizes 12-20.

Dainty open-stitch top (right), same colors, same sizes—in a silk-and-cotton mixture.

Only 3.95 in the Budget Cotton Shop
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Lord & Taylor

Fifth Avenue at 38th Street, New York City

THE MELLON COLLECTION

(Continued from page 142) tion," which the Soviet had knocked down for \$503,000.

In no country and at no time have there appeared so many notable private art collections as those which were assembled during the past fifty years in the United States, particularly in New York, Philadelphia, Chicago, and Washington.

Nearly all of these collections have already become the property of the public. Of those still remaining in private hands, mention must be made of the treasures of George Blumenthal in New York, destined supposedly for the Metropolitan Museum, and the Grenville Winthrop Collection, definitely destined for the Fogg Museum in Cambridge. In Philadelphia, there are the magnificent collections of P. A. B. Widener and Dr. Albert C. Barnes, presumably to be gifts to that city. The Ryerson Primitives are already a part of the Art Institute at Chicago; the Huntington treasures have become a public museum in California; and the Walters Collection already constitutes a museum in Baltimore.

There will, therefore, still remain to be allocated the notable pictures of Adolf Lewisohn, S. H. Kress, a new but prodigal collector, and the treasures of Lord Duveen, John D. Rockefeller, Clarence Mackay, Philip Lehman, Henry Goldman, Maitland F. Griggs, Percy Strauss, and a few collections in the West, the most recent of which are those of Edsel Ford and Mrs. Hugh Dillman, in Detroit.

MR. HEARST'S GREAT COLLECTION

There is another collection concerning the disposition of which the public is still in ignorance; the one assembled by William Randolph Hearst. Few people realize how prodigal Mr. Hearst has been in his vast and varied acquisitions. It is generally supposed that on his Gothic collection alone, he has expended just under \$10,000,000, while, on his old masters, classical objects, rare books, silver, furniture, tapestries, and porcelains, he has expended a slightly greater sum. Whatever the figures it is not an exaggeration to say that he has been one of the greatest patrons of art since Lorenzo the Magnificent and Charles II. of England.

There are also in America to-day many notable collections of modern paintings—the French masters, in particular—Courbet, Manet, Lautrec, Degas, Renoir, Cézanne, Van Gogh, Gauguin, Seurat, Picasso, and Matisse.

The most notable of these in New York (since Mrs. H. O. Havemeyer's pictures became a part of the Metropolitan) are those of Chester Dale, Stephen C. Clark, Conger Goodyear, and Marie Harriman. In Washington, there is the splendid modern collection of Duncan Phillips, and, in Boston, those of John T. Spaulding, Mrs. Cameron Bradley, and Robert Treat Paine. Collections of a similar character have also been assembled in Philadelphia, Detroit, Chicago, and Los Angeles.

When the last of the beautiful and revelatory objects in these collections—paintings by old masters, Renaissance sculptures, Gothic tapestries,

Florentine bronzes, manuscripts, rare books, Chinese porcelains, and modern French pictures—have become the property of the American people, the period in which we have been living will very possibly be estimated, by future historians, not by the magnitude of our cities, railways, armies, mines, ships, or balances of trade, but by the long list of men who, in every way possible, fostered and stimulated the arts, and so imparted to our age the note which it needed so sorely—the flavour of art and a cultivated taste.

HELP FOR THE OTHER ARTS

And, on that list there will certainly appear, side by side with the collectors of paintings, a long and imposing array of men like the Flaglers, Mackays, Higginsons, Fords, and Fields who supported our symphony orchestras; the Kahns, Vanderbilts, Jordans, and McCormicks who kept alive for us the flame of opera; and the Carnegies, Whitneys, Harknesses, Dukes, Eastmans, and a host of others like them, who encouraged every form of art and learning, and founded and endowed great libraries, colleges, churches, schools, and hospitals. Perhaps at the head of the list of those who strove to prevent our becoming—what we threaten so soon to become—a mass-minded people with banal and middle-class tastes, there will appear the name of John D. Rockefeller, junior, who, with his father, has expended nearly seven hundred million dollars for the public good, a third of which they have dedicated to art, learning, architecture, education, and the preservation of notable historic buildings.

In the long run, nations are estimated by the arts which they created and encouraged. To the ancient Greeks, the Battle of Marathon was an event of major importance; but for two thousand years, it has been of far less consequence to the world than the building of the Parthenon, or the sculptures of Phidias and Praxiteles, or the plays of Æschylus, Aristophanes, and Euripides, all of which are still keeping alive the flame of the world's spirit.

THE REAL REALMS OF GOLD

It probably matters less to the world that England assumed sovereignty over India than that, in a single century, she produced a group of portraitists like Hogarth, Sir Joshua Reynolds, Gainsborough, Lawrence, Hoppner, Raeburn, and Romney. (Similarly, an inquiry might be made as to the relative final importance of Australia and New Zealand on the one hand, and Keats and Shelley on the other.)

A French wit recently expressed sympathy for Queen Elizabeth on the ground that she is more and more being remembered as the woman who happened to be Queen of England when a London actor was trying his hand at writing plays.

How tragic if Mr. Roosevelt, to carry the epigram a little further, should some day be remembered as the man who happened to be President when a Pittsburgh banker was trying his hand at collecting pictures!



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DECORATOR'S DAY-BOOK

SECOND Avenue, from Fiftieth Street up, is fast becoming the source of smartly rejuvenated furniture. Mr. Avet's Flea Market, at the corner of Fifty-Third Street, may be said to have started all this several years ago, and these four floors of decorative diversions, both in their natural and their reconditioned states, are always full of old furniture with new ideas.

And now, across the street from the Flea Market and a bit further up, you will find a new shop, Decorations, Ltd., sponsored by Mrs. Nada Patcevitich and Mr. Elliot Clarke. Here, the largest and most convertible piece is a Palladian window-frame of greyed old wood, which was found in Philadelphia. Centred about the double-hung window-sash, and enclosed in half-columns, are two narrow shuttered panels, and above, inside a huge, simply curved pediment, a shuttered fan-light. Architecturally, this is fine enough to be used as it is, but it could also be adapted very easily into a built-in bookcase, or even converted into a mantelpiece to fill one end of a room.

In this same shop, there is a pair of Venetian gilt wood cabinets, which, used as they are, would make a superb beginning for a baroque room. These have eight or nine small carved brackets inside, delicately and elaborately carved pediments, and glass doors. Taken apart, these cabinets would give you a collection of carved overdoors, mirror frames, and brackets, as well as two low carved bases, which, if joined together, would make an hexagonal coffee table.

You will also find here a set of four pickled walnut (shades of Crosse and Blackwell!) Victorian side chairs with black satin seats; a simple Early American cabinet of bleached pine, which gained great distinction by having its upper panels replaced by antique mirrored glass; and a pair of shallow console tables, contrived from a Southern Victorian table, finished in silver-gilt, and with tops marbled in terra-cotta unlike any marble that ever was, but the more interesting because of it.

Mr. Clarke has designed and executed several large urn-shaped lamp bases, bold and simple in form, which are most successful in the brilliant green malachite finish that only he seems to know how to achieve.

Decorations, Ltd., is a shop worth watching for its ideas and for its really unusual antiques.

Terrace and garden furniture that combines the decorative quality of cast iron and the lightness of wrought iron comes from the upper Lexington Avenue shop—and hand—of Richard L. Sandfort. This shop, which will soon open its summer branch on the Jericho Turnpike beyond Westbury, holds a collection of modern versions of Victorian garden pieces. The chairs have been designed for comfort, which was not always true of their prototypes.

This year, Mr. Sandfort has evolved a three-tiered dumb-waiter of iron, which is both decorative and usable. For gardens, he is making permanent benches and tables of carved wood that recall the now rare French and Italian pieces of the eighteenth century.

The decorative accessories in this shop are largely planned for country houses. Several of these are antiques, of course, and there are quite modern pieces of mirrored glass, as well. An oval mirror is framed in thickly clustered blown-glass morning glories and leaves, and three garlands of these same flowers are suspended from a three-light chandelier. There is, too, a large, dignified octagonal mirror with a wide frame of mirror joined by shaped mirrored motifs.

The largest collection of old wooden bowls for country-house uses (and there are many of them) is to be found at Mrs. Tysen's. The round ones of polished olivewood or burl walnut—the traditional salad bowl—may be had in various sizes, to serve two to twenty people. The great oval and oblong trenchers, however, are less usual, and Mrs. Tysen has a few of these. One of pale lignum-vitæ with dark markings is over three feet long, and it would make a dramatic sight at a (Continued on page 145)



ROMANTIC PETALAWNS by Westbury

WESTBURY says it with flowers—frills—furbelows—in these exclusive prints accurately cut with fine dressmaking details. It's safe to buy your correct size because the fine Petalawn is Sanforized-shrunk and will not shrink.

No. 862: Butterflies flit amongst Gauguin-colored flowers, sizes 12-20.
No. 860: Net ruching on a youthful Liberty-type print, sizes 14-44.
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See them at stores listed or write Saychard,
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DECORATOR'S DAY-BOOK

(Continued from page 144) buffet supper, arranged with the fundamental baked ham and salads, with toasted rolls at either end. The smaller bowls, which may be used for rolls alone, are also oblong in shape, and several bear marks of their original use as chopping-bowls. Mrs. Tysen will supply metal linings if you prefer to use the bowls for flowers.

Here, too, you will find long, sturdy benches of battleship teak, with comfortably slanted backs of simple design. These are absolutely weather-proof. For the terrace or inner halls, there are beautifully shaped chairs and tables of wrought iron, painted in dark colours and cushioned in white canvas. These are of eighteenth-century design, with the simple scrolls of French ironwork as a motif, and the tables have tops, not of glass, but of closely woven metal strips in the manner of canework panelling.

ITEMS ABOUT TOWN: The "Tahitian" fabrics just brought out by Morton-Sundour, on Madison Avenue. These fabrics, which are really a heavy sail-cloth with woven stripes in various designs and colours, are sun-proof. Strangely enough, they are imported from Scotland, and are in wonderful combinations of green, white, and blue; blue-green, yellow, white, and dark blue; copper, blue, white, and green; and dozens of other variations. One in blue and white with stripes in varied widths is extremely effective. There are also plain fabrics to match.

The large collection of Restoration lamps, of porcelain and plate and in pairs, at Lans' new shop. One pair with great Victorian elegance is of bright pink porcelain. These lamps are of an inverted pear shape, quite large in scale and with reserves of flowers beautifully painted. Even larger is a silver pair with spiral baroque fluting, which is handsome enough for the most dignified room. Others, smaller in size, are of dark blue porcelain, and some have the original (and additional) stands, and all are subjects for the country house.

The perfect reproductions of unusual eighteenth-century furniture of Don Ruseau, Inc., where most things are made to order and where you must take your decorator. The finish on all the Ruseau pieces is unbelievably authentic, and none of them has the banality of design of most French reproductions. Particularly noteworthy—the three-sided Louis XV. table—an old design so useful in furniture arrangements that we should have many more pieces of this neglected shape.

McCutcheon's new "Blenko" glass: goblets, wine-glasses, small plates—all in deep bluish-green glass of uneven texture, like the fragile Mexican glass, but without those Mexican swirls, since it's made in West Virginia. McCutcheon has, too, a fine dark green glass beaker for flowers, about eight inches tall, with round shell-like blobs of white glass at sparse intervals.

The new Decorators' Picture Gallery show opens on April 1, with four new rooms designed by James Pendleton, Bello, Inc., Bertha Schaefer, and Ruby Ross Wood. If you have seen the two previous shows, you won't want to miss this one; and, if you haven't, this will probably be your last chance until next autumn.

EVERETT GRAY LINSLEY

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions, except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office.

LITTLE "COAL MINES" IN YOUR SKIN!



THAT'S WHAT BLACKHEADS REALLY ARE!

Here's How to Deal with Them

By *Lady Esther*

Those little black specks that keep showing up in your skin—do you know what they really are?

They're nothing more than little "coal mines" in your skin!

They're imbedded dirt—dirt that has found its way deeply into your pores.

This dirt isn't easily removed, as you know, or you wouldn't have blackheads.

Like Black Little Candles In Your Skin

This dirt is stiff and waxy. It's a combination of fatty waste from the body, dust, soot and dead skin cells.

It forms little plugs or wedges in your pores that stop them up and make them larger and larger.

It's the blackened tops of these wedges that you see as blackheads.

These waxy wedges must be dissolved to be removed. That's the only correct and scientific way to deal with them. You can't just moisten them. You can't just loosen them. They must actually be dissolved.

When dissolved, they can be removed with a simple wiping of the face which is the right way! When you try to squeeze them out or steam them out, you do more harm than good.

You destroy delicate skin tissue and make tiny scars in your skin. Not only that, you make the pores still larger so they can collect still more dirt.

Dissolves Waxy Dirt

Lady Esther Face Cream deals with this waxy dirt in the scientific way.

It softens it—dissolves it. It makes it so soft that a very light wiping of your skin takes it off.

There is no taxing of your skin, no stretching of your pores.

When your pores are completely cleansed of the plugging matter, blackheads automatically disappear.

Also, your pores automatically come down in size. Responding to Nature, they reduce themselves to their original, invisible smallness.

I'll Pay for a Test!

Let me prove to you the soundness of the Lady Esther Face Cream method. Just mail me your name and address and I'll send you a purse-size tube of Lady Esther Face Cream postpaid and free.

To hasten results, use up the whole tube at one time. Put on one application of the cream after another. Leave on each application for 5 minutes before removing. The whole job will only take 15 minutes.

Notice how soft your skin is after this cleansing. That shows you are softening the dirt within the pores—dirt that has probably been there for months or longer.

As you continue the daily use of Lady Esther Face Cream, you make this waxy dirt softer and softer and more and more of it comes out. Finally, your pores are relieved of their long-standing burden.

Clean Pores Become Small

As you relieve the pores, they come down in size. They become smaller and smaller each day, until they have regained their original smallness and you no longer can see them with the naked eye. You can almost see the improvement taking place in your skin.

Act Now!

But start proving this to yourself at my expense. Mail coupon today for your free purse-size tube of Lady Esther Face Cream.

(You can paste this on a penny postcard) (32)

Lady Esther, 2024 Ridge Ave., Evanston, Ill.

Please send me by return mail a purse-size tube of Lady Esther Four-Purpose Face Cream; also all five shades of your Face Powder.

Name _____

Address _____

City _____ State _____

(If you live in Canada, write Lady Esther, Ltd., Toronto, Ont.)

FREE



REMARKS BEHIND ONE'S BACK

1st MALE: "Bill's got a clever little wife."

2nd MALE: "Why do you say that?"

1st MALE: "She shakes up the best cocktail the quickest of anyone I know."

2nd MALE: "Sure, Bill told me. At his house they serve Heublein's CLUB COCKTAILS that come ready-mixed in the bottle."

THAT'S the answer to the popularity of Heublein's CLUB COCKTAILS. Quality and convenience! The quality comes from costly ingredients and the sixty-year Heublein experience in fine cocktail-mixing. The convenience you'll understand best when you try these superlative cocktails that come ready-mixed in the bottle. Gone is all the bother of mixing. Gone is the trusting to luck that the drink tastes right. With Heublein's CLUB COCKTAILS handy, all one needs to do is to open the bottle, ice the shaker and pour. Without waste, you can serve each guest his favorite of nine different kinds, if you like. For what isn't used from an open bottle keeps indefinitely.



HEUBLEIN'S THE CLUB COCKTAILS

YOUR CHOICE OF NINE POPULAR KINDS

Martini Medium Sweet (60 proof), Dry Martini (71 proof), Extra Dry Martini (70 proof), Bronx (60 proof), Manhattan (65 proof), Side Car (60 proof), Old Fashioned (80

proof), Sloe Gin Cocktail (49 proof) and Rum Cocktail (70 proof). At all state operated & other liquor stores. Prepared and bottled by G. F. Heublein & Brother, Hartford, Conn.

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BRITISH HELL-FOR-LEATHER GIRLS

By Richard Viner

IF there is one thing to relieve the monotony of a point-to-point steeplechase meeting—unless you're an enthusiast, come rain or snow, come lunch or no—it is the ladies' race. Just see them as they come down towards that first fence—their racing silks a flight of rippling colour. Boadicea in all her glory never went so fast as these.

Not even for the first jump of the Grand National do they go at such a rate as these hell-for-leather girls. At which it might be asked, are they then better riders? Have they more courage, more skill, that they can go faster than gentleman or jockey?

Not quite. The real answer is that many of them take that first fence so fast because, for the life of them, they can't manage to do anything else, poor dears. Their horses are running away with them!

That's not laughing at them—Heaven forbid! They ride well enough—most of them—but they ride light, and, because they ride light, every one enters his best and fleetest horse for the ladies' race. It is no wonder that some of them are run away with at the start, but it won't be for long. It won't be a couple of fields or more before they've shaken down to it—or been shaken off!

Point-to-points are the Aintrees of everybody's hunt, the climax of the hunting season. Everybody is there—from the Master to the earth-stopper, hunt-servants resplendent in scarlet or yellow or blue, every farmer and his wife (free tea tent for the farmers), every book-maker and his board, everybody, except the fox.

LOCAL COLOUR

Everybody knows everybody, and it's all frightfully jolly, frightfully; though, for the outsider, the "do-come-down-for-next-week-end-we're-having-our-point-to-point" can be one of the most uncomfortable occasions devised by God or man. If it's not snowing, it's raining; it's always cold—the one time you should wear everything including the kitchen stove—and it's generally muddy. There's the constant trek from paddock to car and car to paddock, and it's a chilly business pretending to enjoy a picnic lunch when your hands are frozen and your lips are blue, and some one decides to spill the entire thermos of coffee down your new camel's-hair coat.

So, for the outsider, the ladies' race may come as a welcome—a human—interlude. Not so much, perhaps, on account of the race, but on account of the riders. There's a more personal element to it than there is to the other events—something that has a dash of Drury Lane thrown in. Sex shows its hand. Booted and spurred, maybe, but still sex.

"Cecily? It's absurd! Why she's only been hunting a year. Hardly knows one end of the horse from the other."

"Good Lord—the Lady Agatha! The Master's friend! Well, well! That's a stretcher case, anyway."

"Hello! There's Iris. She's rather good. I believe she's riding Lady Canterling's horse. I think I'll have half a crown on her."

Delightfully personal, with the crowd taking it much in the nature of a circus turn, and not a few of the spectators disappointed when the whole field doesn't come down at the first fence. They're all looking for a laugh, and the fact that they usually don't get it shows how well the girls ride. The Hon. Lavinia Strutt, for instance, who recently married the Duke of Norfolk, has known the chagrin of biting the mud and taking a purler, but so has she known the thrill of passing the post first.

Not all such fun as it looks, point-to-pointing. There are four miles to be covered and anything between thirty and forty jumps to be taken. You can break things quite easily at the pace they go. Most of the riders (Continued on page 147)

STORMY WEATHER IN PARIS



SCHALL

To outwit the weather—Paquin's two-thirds length coat of slick black patent leather and glossy antelope. Re-boux made the rainy-day hat, visored like a conductor's, of the same fabrics

Better than webbed feet—black antelope and patent leather again, for rainy-day shoes with paradoxical cut-outs, by R. R. Bunting. Patent leather ankle-bands tie at the sides



BRITISH HELL-FOR-LEATHER GIRLS

(Continued from page 146) look a little white and drawn in the paddock before the race. But, it must be admitted, many of the men look that way, too. And, whereas man has his brandy, woman only has her lipstick. With or without powder, they look a little undressed, these girls in their racing silks, their racing jerseys, breeches and boots, and Cinderella herself would have difficulty in looking becoming in a crash helmet. If they rode side-saddle, with habit and silk hat, they would all look like Dianas, but few race side-saddle to-day.

In the beginning, when women were first permitted to ride in point-to-points (incidentally, not so very long ago), all rode side-saddle, none thought of riding astride. For one thing, it wasn't done. To-day, though most women still hunt side-saddle, nearly all of them race astride. Though it is harder to control a horse riding astride, a woman risks a heavier fall riding side-saddle, and can never get up again if she takes a toss. Finally, a woman is much lighter riding astride.

Now, we accept women riding in point-to-points as a matter of course, but it's only about fifteen years ago that Mrs. Arthur Abrahams won the Whaddon Chase's first steeple-chase for women at their point-to-point meeting.

To-day, the entry for the ladies' race is often one of the biggest on the card; the riders are some of the hardest to hounds and number such first-class horsewomen as Mrs. Tony Belville, Lady Patricia Willoughby, Mrs. Lillingston, formerly Lady Harrington and Joint Master of the Earl of Harrington's pack. Then there are the Hon. Mrs. Edward Greenall, Mrs. Duckworth King, Mrs. Murray Smith (Ulrica Thynne), Miss Malise Wilson, Miss Iris Bennett, and half a dozen more.

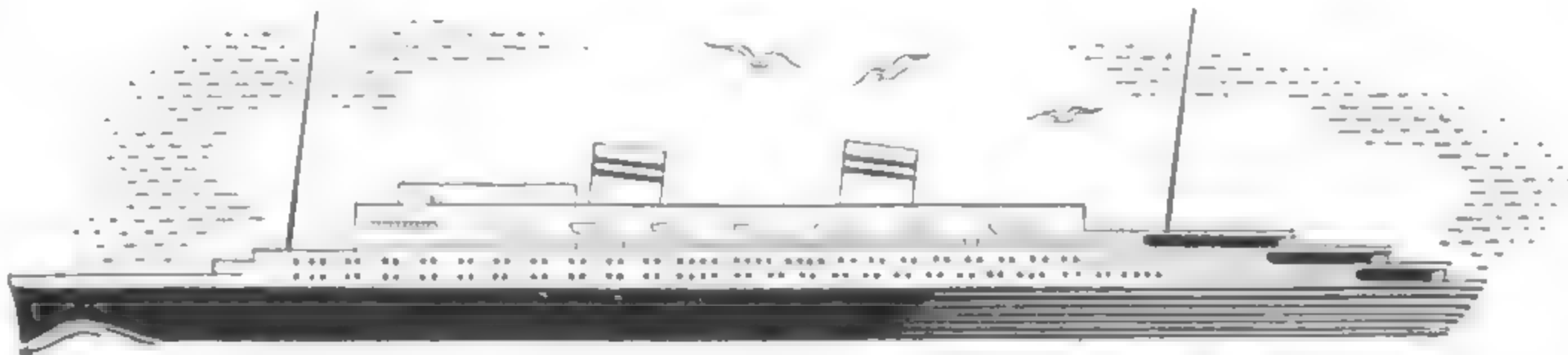
When not riding their own horses, they are as much in demand to ride others at the many hunt race-meetings as a Richards, a Fox, or a Donoghue on the flat. Proper hell-for-leather girls!



OUR FRIENDS BESTOWED THE NAME

"The Spotless Fleet"

on Holland-America ships. To Hollanders, cleanliness is a matter of course, so naturally it goes to sea with ships of the Line and takes as companions delicious cuisine, an atmosphere of friendly warmth, and meticulous, attentive service.



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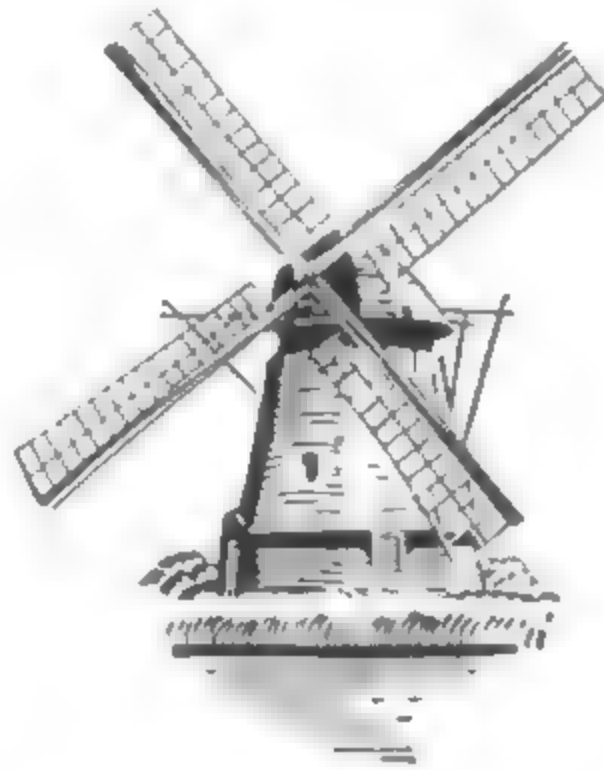
	Cabin Class	Tourist Class
<i>S. S. Statendam</i>	from \$167	from \$116
<i>S. S. Rotterdam</i>	from 149	from 110
<i>S. S. Volendam</i>	from 130	from 109
<i>S. S. Veendam</i>	from 130	from 109

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"A NATIONAL BUYWORD"
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☆ Sparkling with youthful influences . . . drenched with the new season's colors . . . we've dedicated this trio of crisp, cool frocks to those first exciting days under the sun. Almost classically simple in line but having details that are unmistakably new. Washable and sun-fast. Needled to exacting Georgiana standards.

Style 4091 (*left*)—Giana Crepe, exclusive photographic prints, hand-made neck and sleeve treatments. Available in thistle, blue, spring violet. 14 to 40. \$5.95

Style 4068 (*center*)—Lacy eyelet, exclusive design, variegated embroidery on ribbon trim. Available in aqua, delf blue, maize, navy. 16 to 44. \$5.95

Style 4089 (*right*)—Bemberg triple sheer, gay blossom print. Available in copen, maize, navy, black. 12 to 20. \$5.95

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Vogue's second PRIX de PARIS

WITH this sixth and last quiz, all you college seniors competing for Vogue's Second Prix de Paris enter the home-stretch. Answer this quiz, send in your thesis on one of the subjects listed below, and live for the date of May 24, 1937. For on that day, the Prix de Paris winner will be announced. The girl selected by the Editors, on the basis of her test answers and thesis, as having the most outstanding fashion ability, will join Vogue's staff for the following year. At least six months of her time will be spent in the Paris office. She will be paid a reasonable salary plus her expenses to and from Paris. The winner of second place will receive six months' employment in Vogue's New York office.

Quiz Number Six

- ① Of the twelve front covers that have appeared on Vogue from the October 1, 1936, through March 15, 1937, issues, which do you consider—
 - (a) best typifies the feeling of Vogue as a magazine. (State why you think so.)
 - (b) would be the most appealing cover on the news-stands, and why?
- ② Suggest another basic colour scheme for the wardrobe in Shops Throughout the U. S. A., on pages 102 and 103 in the March 1, 1937, issue. Describe various colour combinations with ideas as to illustration.
- ③ After a careful study of the March 1 and March 15 issues of Vogue—
 - (a) Name the fashion theme that seems to you the most important in the Paris Openings.
 - (b) In 100 or 200 words discuss why you did or did not like Vogue's presentation of this important fashion theme.
- ④ Suggest a subject for the lead article in May 1 Vogue. Tell why you consider it timely, important, or interesting, and suggest the type of illustrations.

NOTE: You will not be graded on the following question, but we should like to have you include your answer in this final quiz.

Name one campus costume that you regard as indispensable for the first five months of college. Specify definitely whether it would be a sweater and skirt, a one-piece dress, slacks and shirt, or some other informal costume.

Vogue's Prix de Paris Thesis

Below we publish for the last time the subjects for the Prix de Paris Thesis. Choose *one* of the four suggested topics. No thesis may exceed 1500 words in length; and it must be posted, together with your answers to the final quiz, not later than midnight of April 20.

- ① Draw general comparisons between the advertising pages and the editorial pages of Vogue—photographs or drawings, writing, and style of presentation. (Continued on page 149)

VOGUE'S SECOND PRIX DE PARIS

(Continued from page 148) Could either advertising or editorial pages profit by imitating each other?

- 2 Discuss the non-fashion features incorporated in Vogue; tell which you like (if any), and why you think they should be continued or discontinued. In addition, write a non-fashion article yourself, suggesting illustrations. This article might be a humorous piece; a profile of some figure interesting to Vogue readers; a criticism of the cinema, theatre, or dance; or some subject of your own choosing.
- 3 Discuss the type of reader who seems to you to be the "ideal Vogue reader"—the most important type of subscriber for Vogue. Tell whether (or why) you think she is being completely served by Vogue. Suggest new departments, changes, or deletions that would make the magazine better for her.
- 4 Suppose your problems were to get for Vogue 20,000 new young subscribers (under twenty-five years), how would you go about it; what circulation schemes would you suggest, what special editorial features would you incorporate in Vogue?

PRIX DE PARIS LETTERS

HERE are two letters from Marjorie Field, the prize-winner of 1936, who is now in Paris. Which one of you will be in her place next year? The very thought of being in Paris—being actually a part of it—should spur you on to a final burst of effort. If you've never heard the funny French taxi horns—if you've never seen more than a newsreel shot of the Eiffel Tower—if you've never had occasion to exercise your French outside the classroom—here's your golden opportunity. And there's still time for the final flourish of good work that may send you, next year, up a gang-plank and across the ocean!

PARIS
February 14, 1937

Dear Mrs. Chase,

It seems impossible that I've been here a month already. But there go the weeks skidding by like Paris taxis.

I'm having a wonderful time. I can't take a Collection calmly yet. I can see now how it is that we get such enthusiastic reports on the Collections. I used to imagine the Paris office sitting in conference trying to find new ways of sounding excited over all those houses—and now I swear they do it because they can't help themselves. What surprises me is that each house—well, most of them—has so many good models.

I was completely thrilled at Schiaparelli. How can she have *everything* different? Surprising hats and new bags and different shoes and even whole new families of printed silks and funny buttons *besides* all the actual costumes. It amazes me. She must have a staff the size of Walt Disney's. I haven't been to Molyneux's and Paquin's, but I hope to go soon—I've heard so much about their collections this year.

I'm staying at Reid Hall—the American University Club. I've met some charming people here at the club, and I find that I don't have half a chance to fall back into English, besides. The place is overrun with French *mesdemoiselles* who tutor us and are always popping up unexpectedly from nowhere with "*Parlez en français, s'il vous plaît.*" They're mostly nice proper French spinsters who are imported into the club for that purpose. They're most annoying because they believe in "pure" French, but it's a good thing, too, because they won't stand for my Michigan accent for one minute.

Reid Hall is on rue de Chevreuse, very near the boulevard du Montparnasse. Not the best (Continued on page 150)

\$1,000 in prizes
see below

TWO EXTRA HOURS' REST

New kind of mattress **QUILTED** for
comfort makes it possible . . .



62 CASH PRIZES EASY TO WIN

Write a 50-word statement on "Why I'd Like to Own a Palmer Quilted Mattress." Your nearest Palmer dealer will help you to win one of these prizes and give you an Entry Blank. Nothing to buy. Go to him today. First prize, \$500. Second prize, \$100. And 60 other cash prizes easy to win!

DEALERS: Write for details on how you can share in \$1,000 in dealer prizes.

Full relaxation at last!

1. SATIN-SMOOTH SURFACE. No hard buttons or tufts. Instead, four soft, luxurious comfortables.
2. UNIFORM COMFORT FOR LIFE. Thousands of tiny stitches hold downy filling forever smoothly in place. A surface that can never bunch or pack down.
3. SCIENTIFICALLY DESIGNED, body-conforming coiled spring. Quilting gives 20% greater resiliency. No binding cords. 100% free spring action at last!
4. NEW BEAUTY! Lovely paisley design in four colors. Your choice of rose, orchid, blue or green.

DOCTORS will tell you eight hours of *restful* sleep are worth ten or more hours of *tossing about*. You'll get two *extra* hours of rest on the smooth, even surface of a Palmer Quilted Mattress. Quilting means that instead of hard tufts to hold the downy filling in place, your Palmer Quilted Mattress has thousands of tiny stitches sewed smoothly into the lovely paisley design. Scientifically designed, 100% free-action innerspring coil unit. At department, furniture and home furnishing stores—with box springs to match. The Palmer Brothers Company, 230 Fifth Ave., New York City. Makers of Palmer Comfortables.



PALMER *Quilted* **MATTRESS**



Llewellyn

MODES

THEY pretend to win you by their beauty alone. But they will prove to be your best spring and summer standbys because they are created of DAIQUIRI, a fabric in novelty crinkled weave of CROWN RAYON, the NEW Rayon of Fashion, CROWN TESTED for all points of fabric serviceability. Sparkling looking dresses...washable as a hankie...requiring practically no ironing. 12-20. \$7.95.



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G. FOX & CO., Hartford, Conn.
WOODWARD & LOTHROP,
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J. L. HUDSON CO., Detroit, Mich.
E. T. SLATTERY, Boston, Mass.
THE WHITE HOUSE,
San Francisco, Calif.
ROSENFELD D. G. CO., Baton Rouge, La.
WHITEHOUSE CO., Beaumont, Tex.
PARISIAN, INC., Birmingham, Ala.
MILLER BROS., Chattanooga, Tenn.
J. M. DYER CO., Corsicana, Tex.
MEYERS ARNOLD CO., Greenville, S. C.
R. E. COX D. G. CO., Ft. Worth & Waco, Tex.

ELLIS STONE & CO., Durham and
Greensboro, N. C.
W. T. FOUNTAIN CO., Greenwood, Miss.
COLUMBIA D. G. CO., Houston, Tex.
ANDERSON NEWCOMB CO., Huntington,
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MILLER'S, INC., Knoxville, Tenn.
HEMPHILL WELLS CO., Lubbock, Tex.
CAIN SLOAN CO., Nashville, Tenn.
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SMITH & WELTON, Norfolk, Va.
DICKSON IVES, Orlando, Fla.
THE NEWPORT, Pasadena, Calif.
MILLER & RHOADS, Richmond, Va.

For the store in your town write

GREENBRIER FROCKS, INC., 1400 Broadway, New York City

"A FABRIC CREATED OF CROWN RAYON... IT'S TESTED!"
Copr. 1937—The Viscose Company

PRIX DE PARIS LETTERS

(Continued from page 149) part of Paris, I can assure you. But it's very colourful, and I love the funny aimless streets and the pedlars and berets and markets and moustaches. My room has enormous windows that look out onto the courtyard and a wonderful backdrop of roofs and crooked chimneys, which I've already sketched from a dozen different angles.

All the girls at the Club are thrilled about the Prix de Paris. They all followed it religiously last year, and they keep confronting me with the quizzes for this year and asking me how I'd answer them. Now there's a problem. You may as well enrol me all over again.

I'm enjoying the little white compact and the lipstick a lot. They remind me not only that I mustn't run around with gleaming visage, but that you're expecting me to come back pretty well grown up—a *mad'moiselle de Paris*, I think you said (and not the Latin Quartier either). Well, I'm really trying, Mrs. Chase—and I think Paris is the place to learn. Your editors *couldn't* be nicer to me—they're most helpful.

I do hope you'll be over here in the spring.

Sincerely yours,

(Signed) MARJORIE FIELD

February 24, 1937

Dear Mrs. Chase,

I was lined up for a typewriter to-night so that I'd have some assurance that you'd be able to read my letters, but somebody's Political Science term paper had precedence over me, so here is the scrawl back again. I'm certainly going to rent a typewriter before the week is gone.

I'm terribly excited about going to an Art school. Mrs. Van der Kley thinks I can go an afternoon each week, and there are croquis classes open evenings and Saturdays to supplement that. Monday morning, I went to the Académie Maurice Testard—which is just around the corner from Reid Hall. Funny thing, I had just hunted it up for myself, and then I learned that Monsieur de Brunhoff has attended the same atelier with the same professor.

I can get a course there in costume illustration, which should help me *immensely*. I need life-sketching particularly and oh, so many things. I'm absolutely determined I'm going to make good in this line, because it's so much fun for me, and I'm so anxious to learn. May I send you some of my croquis, as I do them even though they're not editorial information—if I promise I won't swamp you with them?

My very first impression of Paris was getting off the boat-train and running spang into a wonderful poster reading "Visit America."

I'm sure my greatest inspiration these days is the portable gramophone that I and the girl next-door bought. We went shopping for records Saturday—the very first place we went—all enthusiastic and asking for something new and American—the shopkeeper brought us stacks and stacks. "Pagan Love Song," "Singing in the Rain," "Digga Digga Do." He was wild to play them all for us, but we bought "Am I Blue?" and went quietly and quickly out. We've added a few to our collection since that—all of the same era, but at least it's nice to hear a little noise. Paris is the *quietest* city.

Oh really, I love it here. I'm even beginning to like the eternal rain. You know it's so funny when the sun does shine—every one goes about squinting as though they sort of resent all the sudden dazzle. I went to Suzy's yesterday. (I can see this doesn't belong in this paragraph.) It's the maddest and most exciting place I've ever been. All those hats fascinated me, and we tried on everything in the place.

Thanks very much for writing to me.

Yours again,

(Signed) MARJORIE FIELD

BACK TO THE LAND MOVEMENT



This scene is in England, though it might well be in Maine or Vermont. Here is Leathercraft's version of a suit for rural parts—of velvet-soft yellow chamois, with dark brown quilted revers—which you'll buy in England and bring back as part of the booty. The sheep in the picture wear natural-coloured fleece coats



TONE FRISSELL

Not even a hook into the rough would seem so bad in this trim golf jacket, with its brown knitted sleeves and back, its precise vest-front of suède; Bergdorf Goodman. The manlike dark green felt hat sits high on your head

The English and the Americans are fellow countrywomen when it comes to tweeds. Here Matita takes a sky-blue tweed jacket, leather belted, and seconds it with a tweed skirt in a rich shade of cocoa-brown



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Gus Mayer Co.....New Orleans
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Neiman-Marcus....Dallas, Texas
H. & S. Pogue Co....Cincinnati
Kaufmann's.....Pittsburgh, Pa.
Halle Brothers...Cleveland, Ohio
R. H. Stearns Co.....Boston
Gladding's....Providence, R. I.
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RALSTON

WHEAT CEREAL

PROM-TROTTER'S PRIMER

THE only people who know about college week-ends are those who go on them. Mothers know only that Jane had a good time at Dartmouth house-parties and wore her blue dress Friday night. Fathers hear about Bill's activities in the form of a telegram requesting extra money in a hurry. Even chaperons—those speak-no-evil, see-no-evil, hear-no-evil entities—spend their time playing bridge with Freshmen and maintain a non-intervention policy.

Actually, the only way you can find out is to go. Unfortunately, you can't trust the accounts of friends; even the wallflower is tradition-bound to tell every one what a marvellous time she had. But there are pitfalls to prom-trotting, and the time to learn about them is beforehand.

You start, then, with an invitation—by telegram or special-delivery letter, by fair means or foul. Invitation by proxy—the perpetual institution of the blind date—should give you pause. Are you willing to take a chance on a friend of a friend, who has the most wonderful sense of humour, and—probably—fan ears? Of course, once every millennium you may land something rather nice whose girl actually did get measles at the last minute, but such instances are discouragingly rare.

SUCCESSFUL TAKE-OFF

Your mind made up, you wade into the preparations. If your week-end is a two-night stand, you'll need two evening dresses, one for the comparatively sheltered house dance, and one—this very spectacular—for the prom. Choose them for their wrinkle-resistance, as well as for their more æsthetic qualities. Fraternity houses may or may not have flat-irons, and, if they do, there is always a waiting line. Take towels—prom-trotters have been known to be reduced to cleansing tissues—and your own hangers (both the coat and skirt varieties). This last is important—otherwise you may have to hang your entire wardrobe on the antlers of the fraternity moose. Since most men's colleges have showers (not a tub for miles) include a shower-cap. Borrow if you must, but not anything you couldn't replace out of your allowance.

Don't forget that a week-end is going to cost you something beside effort; to begin with, the price of a manicure and a finger-wave. You owe yourself that much head-start on the competition. Then transportation, because you can't always be lucky enough to get a ride—train fare is your problem and yours alone. Undoubtedly you'll want to brush up your wardrobe, too. And extra money is a better safeguard against emergencies than a rabbit's foot.

Ultimately, you find yourself en route. If by rumble seat, tie something over your wave even though you fancy yourself with the wind in your hair. In the cold season, wear plenty of warm clothes, though they mar your silhouette; in summer, fortify yourself against freckles and lobster sunburn with a good protective cream. Winter or summer, wear sun-glasses as a precaution against pink eyes and a squint. If you go by train, beat the field to the nearest mirror as the train pulls in, and go after the soot. Liquid cleanser will bring your face to light quickest.

One point about your arrival—don't take the next train back if you aren't met on the spot. It may take time, especially if you get tangled up with Daylight Saving and Standard Time, or if your escort is squirming through the last minutes of a compulsory class. The best thing for you to do is to relax, allow him twenty minutes of grace, and then start feeding nickels into telephones. Ten to one, he's just absent-minded after all.

It's always a good idea, once your escort is safely in hand, to get yourself settled wherever you're going to stay. Hang up your evening clothes—by the time you've eaten and mingled with the undergraduate world, you'll find yourself with ten minutes to dress in, none of which can be sacrificed to do a belated pressing job. Don't, however, lay your evening things out—in the mad scramble of dressing, they'll inevitably be mislaid.

Your lodgings will be all arranged for you, unless you're involved with an Army or Navy man, and, in that case, you take care of all your own expenses and the man's, too, beside reconciling yourself to having him race back to the barracks while the evening is in its infancy. However, many girls consider the prestige worth it. At the men's colleges, you'll probably stay in a neighbouring inn, a boarding-house, or a fraternity house from which all the men have been removed.

HIGH-BALL AT NIGHTFALL

Once the housing situation is in hand, there's time to pass before the evening festivities. Cocktail parties are the favourite indoor sport, though you won't often see cocktails. Scotch and soda, or punches, will usually be the substitute in winter; beer or Tom Collinses in the spring. If you don't want to drink at all, have the stamina to refuse. You may take a little needling about it, but inside of five minutes every one will have forgotten. If you do want to drink, stop before it gets into higher mathematics.

House dances, which usually come Friday night (blue law states excepted), are much cosier than big proms, partly because your escort knows everybody and will in all probability get platoons of his friends to cut in. Be very nice to them, because, if you can enlist them as shock troops for the following night, you'll be well on the way to social success. For this occasion, a semiformal dress with a jacket or a high neck will turn the trick, but when in doubt ask your friends.

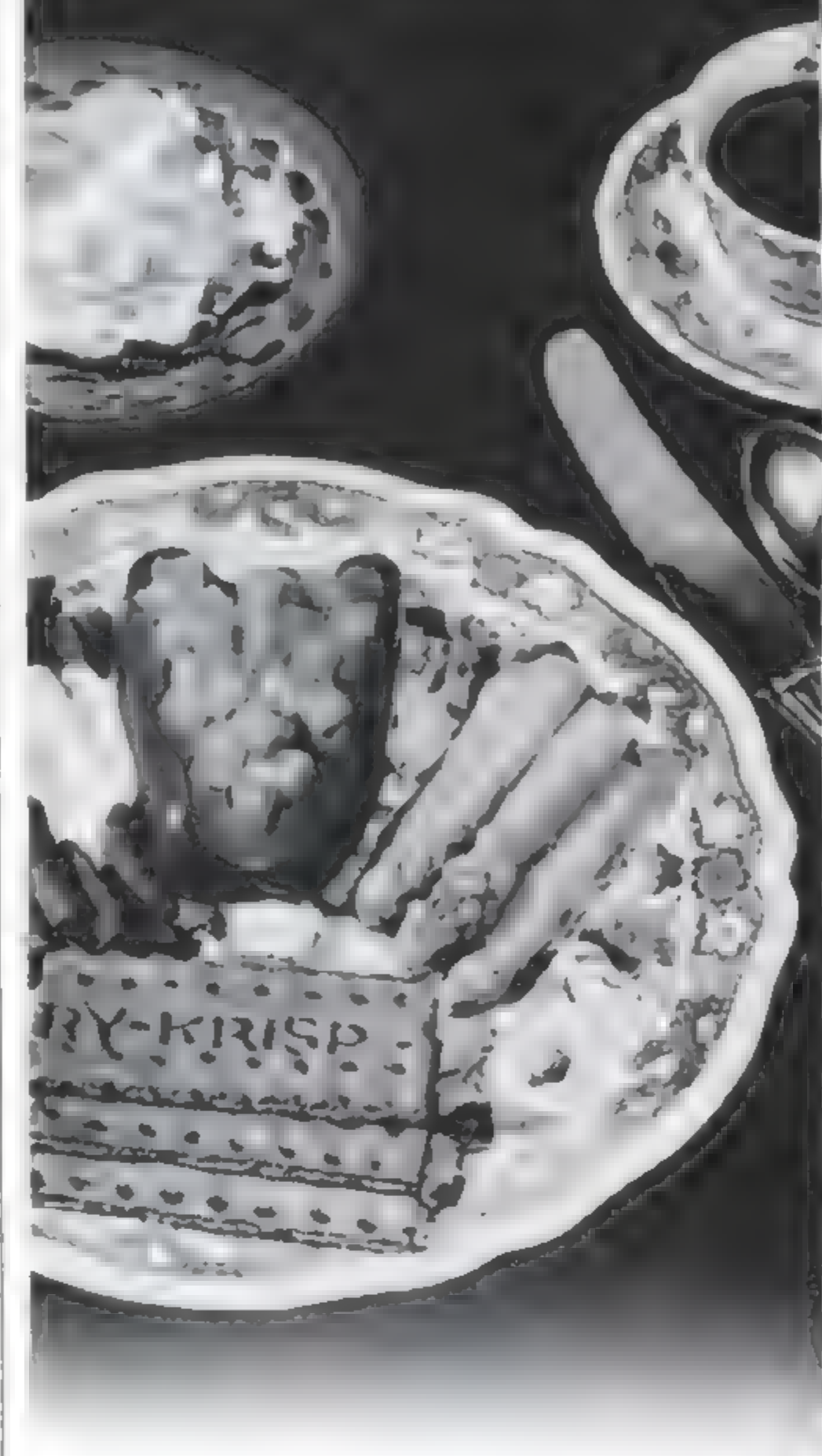
For the prom, however, you must set out with intent to dazzle. Bright colours help no end; since half the girls on the floor will be wearing black dresses, leave yours at home. Don't deck yourself out like a parade float—the average college man is wary of strange flora and fauna. Err in the direction of simplicity. Don't think a low décolletage will bring you any cut-ins worth knowing. Don't attempt false eyelashes, dangling earrings, or the overrated come-hither look.

CARRY OFF A CRISIS

At a big dance, where you may go on for miles (Continued on page 153)

You'll agree

Ry-Krisp wafers make any food taste better!



Try these crunchy whole rye wafers with your favorite soup or salad. Munch them at midnight with a bit of cheese or a soothing drink. You, too, will agree that Ry-Krisp has a way of making any food or beverage taste better.

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RY-KRISP

WHOLE RYE WAFERS

PROM-TROTTER'S PRIMER

(Continued from page 152) without seeing a familiar face, your luck will run in streaks. After a desperate ten minutes with a hippety-hopping Phi Bete, you may find yourself dancing successively with the senior president, an All-American tackle, and the Handsomest Man. Or vice versa. When you do find yourself stuck—and unless you're the Dean's daughter, you will at one time or another—don't keep glancing hopelessly at the stag-line. Don't give any intimation that you realize your predicament—to say, with false brightness, "Well, I guess you're stuck with me," is to show yourself in the light of a millstone. Beat your partner to the draw and suggest sitting down and having a cigarette. When that dance is over, you can locate your own partner and take a new lease on life.

One of the most fatal things you can do is to try and get in a little good work on the side. Don't disappear from the dance with a man other than your rightful escort—it may seem like a good idea at the time, but it is fatal to (a) your reputation, and (b) your chances of being asked again. Late-dating is also bad business.

The chinks between dances will invariably be taken up with sports in season, amateur dramatics, picnics, and conducted tours to look at the bust of the founder. See these through in sports clothes—Bermuda suits, linen or gabardine ones, tweeds, sweaters and skirts—even ankle socks, unless the college is in a metropolitan district. Low-heeled shoes will keep you on your feet, if any walking is to be done. From April on, a bathing-suit should be part of your equipment, as swimming goes on the list as soon as the ice is out.

ON YOUR GOOD BEHAVIOUR

The etiquette of college week-ends is pretty elastic, but there are certain gestures which you should make. For instance, meeting your chaperons. You don't have to settle down for a quiet evening with them, but you should know their names and what they look like just in case you run into them in the showers. If you're staying in a fraternity house, it's customary to pass around a hat, into which you put about a dollar, for the purpose of buying a present for the house. (It will prob-

ably go for repairs.) When there's a matron on duty, tip her in proportion to services rendered. Don't leave cigarettes burning on fraternity furniture, and don't wipe your lipstick on the curtains. If you happen to run across any team sweaters, white felt hats, pipes or canes, don't take them for souvenirs. (Another thing—don't be grabby about fraternity pins.)

On a week-end, you may be rooming with one girl or twenty, and you have to make the best of it. If you arrive first, you're entitled to the best bed. Don't take up all the closet room with your clothes, or all the bureau top with your cosmetics. Be amiable about your turn in the shower, before the mirror, at the flat-iron. When you come in from a dance, come quietly—don't turn on unnecessary lights or conversation. Keep your belongings picked up—otherwise you'll finish the week-end with lost-and-found complications.

If you want to stay enshrined in a college man's heart, go easy on his pocketbook. Don't order the most expensive thing on the menu—hamburgers are every bit as nourishing as lobster. Don't drop pointed hints about how your white dress simply cries for orchids, and don't insist on a taxi for any distance over two blocks. He has probably mortgaged his future to have you there at all.

EXIT LINE

One of the most endearing things you can do is to take yourself off early Sunday. In the first place, not even a miracle woman looks her best at that point. It's the zero-hour, the time when conversation languishes and the mind flutters feebly. Make your getaway before you become a burden; your escort may protest slightly, but you can tell it's not from the heart.

As spring finds its stride, the mails get heavier; more Western Union bicycles take to the road. Dance committees start dickering with orchestras. Yale and Cornell crews get up before dawn, to practise. College presidents issue the annual warnings about good behaviour. And you're in the midst of it, dyeing your evening slippers hyacinth-blue, wondering how you're going to fit a coral evening dress into your budget. You're on your way to becoming a full-fledged prom-trotter.

KATHARINE ROBERTS

RICH MAN—POOR MAN

Whatever your future—a life of luxury in a mansion, or house-keeping in a cottage—you can find an appropriate trousseau in the April 15 Vogue. We've assembled trousseaux of every degree—superlative ones for the bride de luxe, moderate ones, and very modest ones. And each one—modest or magnificent—bears the stamp of Vogue's approval. They've been carefully selected for a long fashion life and with a view to your future needs. There's no rule that these clothes have to be worn by brides, either. Even if you're not altar-bound this spring, we suggest that you give them close consideration—and that you earmark your copy of April 15 just as early as you can.

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WHAT EVERY MAN SHOULD KNOW



IF YOU are going to London this season, you will be faced by a very socially conscious London—a London socially conscious in the nicest sense of the word. As it is Coronation year, the English gentleman up from the country or from overseas will be paying his respects to his King with top-hat and furred umbrella—the outward and visible signs of an inward and spiritual something that is very, very British.

Psychologically, top-hats seem to have some mystic relation to the Union Jack. At the time of the Jubilee of the late King George, the London streets swarmed with men in top-hats and morning coats, coming away from the improvised stands in their clubs and other vantage-points; looking, with their families, for all the world like part of a Victorian church parade. Fancy dressing up like that for a procession! But that's what they do—and you must do the same thing, if by any chance you are going to see the Coronation procession from the windows of a club or a private house, or with a party arranged at one of the many hotels.

With top-hats go umbrellas (a stick is only used in the country in England), and at Ascot, even if the weather is fine, it's an umbrella you want—not a stick. A grey topper is also the usual headgear now for Ascot. Of course, black ones are correct, but, as they rough up in the low automobile of to-day, a man is apt to look a sight when he arrives at the course; and a grey topper won't get you into trouble.

MEN OF THE HOUR

It's the men who look smart at Ascot—for the really smart women rather under-dress than over-dress, despite the legend. But the men, in their grey toppers, light-coloured waistcoats, light trousers of pale grey or tiny checks (that are not worn at any other time of year), are the birds of fine plumage of the day. Don't wear spats—they are no longer smart in England.

Most men motoring down from London take their hats with them in a box and put them on only when they get to the course. They also take with them a grey flannel jacket to slip on if, by any chance, they are going off to a cocktail party at one of the country houses in the vicinity afterwards. As the country houses round Ascot are filled for that week, and as most men staying at the various houses change into flannel lounge suits



A. V. SWABE

LONDON NEWS AGENCY

Ascot: Black topper, grey topper—Mr. Peter Beatty, Mr. Philip Dunn. "Tagged" for the Enclosure—Mr. and the Hon. Mrs. Morgan Jones

IF HE'S GOING TO LONDON

before going on to a cocktail party, the man from London feels rather out of the picture unless he has taken the precaution of bringing along a jacket he can slip into, and so get out of his morning coat along with the rest.

And at this time of year an evening party in the country around Ascot means tails and a white tie—just as it does at a country house in winter when there is a Hunt Ball. In fact, it's a mistake ever to go off to an English country house for the weekend without taking tails as well as a dinner-jacket, unless you inquire in advance what you will need.

PURPLE AND FINE LINEN

Another interesting thing for foreigners to do in London is to go to a Royal Levee. They are always held at eleven o'clock in the morning at St. James's Palace, where, besides Army officers and British subjects, members of the diplomatic corps and "distinguished foreigners" make their bow to the King. The men not in uniform wear knee-breeches and velvet jackets, which, incidentally, can be hired from Moss Brothers (every one does it); the presentation must be arranged through your Embassy. Both this and Ascot are occasions on which a visitor may see at close range the pageantry of England—the only pageantry of its kind left anywhere.

Before we leave the social side of the Coronation season in London, let us give you a few more tips. Always telephone, if in doubt, and ask your hostess if you are to wear black or white tie—then you won't find yourself dressed unlike the other men. However, many hostesses make a point of telephoning the day of the party to confirm the invitation (as you can see by the message on the top of page 156) and to settle the tie question definitely. Write a note of thanks the next day after a party—it just happens to be one of those things that is done. Even if the weather isn't as good as it might be, don't go about during the London season with an overcoat, muffler, or opera-hat—unless you're a very, very old man. The men in London don't wear any of these at night, and you can tell a stranger a mile off by that muffler and opera-hat. Don't carry a stick at night. And, above everything, be on time for dinner. (Americans have a very bad reputation for lateness in England.)

If you want to send flowers, go to Flower Decorations, at 64 South Audley Street, or to Moyses Stevens in Berkeley Square, for those beautifully-arranged mixed bouquets that they do so well. And at Gérard, in Bond Street, there are the loveliest corsage bouquets you can get in London. (Continued on page 156)



A. V. SWAEBE

For the polo at Hurlingham, Lord Sligo (with Lady Warrender) wears a lounge suit, bowler hat; carries an umbrella

HANDKERCHIEF OF THE MONTH

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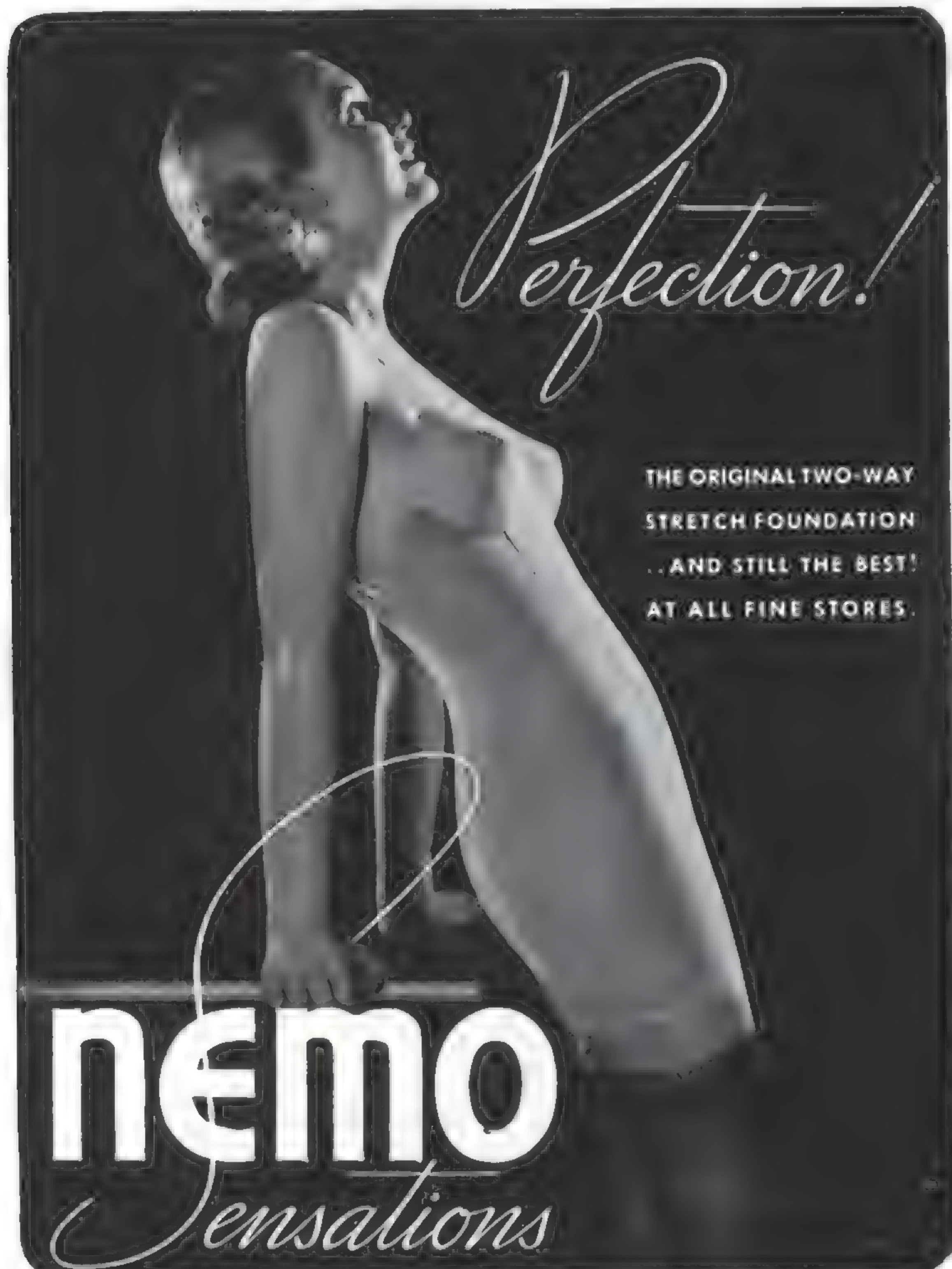


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WHAT EVERY MAN SHOULD KNOW



(Continued from page 155) For yourself, order a carnation to be delivered every night—preferably white, but red if you like it better.

If you go to the Opera during the Wagnerian season, to one of the performances that start at six-thirty, engage a table at the Savoy Grill or Boulestin, where one dines in the first entr'acte. They have short, quickly served dinners, at moderate prices, that are excellent. You can walk to either of these places from the Opera, but you must engage your table in advance. Also, as it is the general rule to go to the theatre first in London and have supper afterwards instead of dining hurriedly before, take the precaution of engaging a table at the Savoy (Restaurant or Grill), the Ritz, Café de Paris, Quaglino's, or San Marco—which are the most popular places—otherwise you simply won't get one.

DINING AND DANCING

If you want to take a girl out to dinner and not go on to the theatre, you can take her to San Marco, the Berkeley, or the Savoy Restaurant, where you dance afterwards; or to the new Coq D'Or, the Apéritif, or Quaglino's, where you can be very cosy and talk. Also for supper there are always big cabarets at the Dorchester and Grosvenor House. The far-famed Embassy is a club, to which a friend can surely put you up; so is the Four Hundred, which is the nicest place to go "after hours."

There are several snack bars, like the Viking (part of the Mayfair Hotel), Monseigneur, Prunier's, Scott's, and the Apéritif, where one can get a bite before the theatre, in case you and your lady friend are too hungry to wait for supper—and one doesn't have to engage a stool in advance to sit up at the bar. In Soho, there are the Jardin des Gourmets, the Escargot Bienvenu, and Isola Bella's, where you go to bury yourself quietly in a corner over red wine and good food.

Now about sports: as regards Americans playing golf in England, they should come armed with a letter of introduction from the secretary of their own golf club, asking the secretaries of English golf clubs to extend them "the courtesy of the green," on days when the club rules do not prohibit visitors from playing.

The secretaries of most golf clubs, if approached with such a letter, are glad to allow visitors to play on Mondays to Fridays. During the week-end, however, it is almost always the rule that visitors can only play if introduced by members—the exceptions being such proprietary clubs as Selsdon Park, and others run in conjunction with hotels. Some of the crack clubs, such as Walton Heath, Sunningdale, and Royal St. George's of Sandwich, only permit visitors to play with members. It is always a wise precaution to telephone the secretary of the club concerned to make sure that there is no competition scheduled which would make it undesirable for visitors to play.

Americans who bring their cars over and join the Royal Automobile Club should be able, on application to the secretary of the R.A.C. at its Pall Mall headquarters, to get vouchers

IF HE'S GOING TO LONDON

enabling them and their friends to make use of the R.A.C. country club at Epsom—where there are two golf courses, lawn tennis-courts, squash-courts, and an open-air swimming bath. If you can get a member of the R.A.C. (and nearly every one in London is a member of the R.A.C.) to take you, it is a very convenient way to see the Derby, as the club grounds adjoin the Derby course, and much of the worst of the traffic jam can be avoided by approaching from the R.A.C. side.

SWIMMING, SIGHTSEEING, SHOPPING

To swim at the R.A.C. in London (mixed bathing on Sunday afternoons) you have to be introduced by a member. There is, however, a public open-air swimming pool in conjunction with the Roehampton Club. American visitors who want to see old houses, be introduced to clubs, et cetera, in England, should pay the small fee involved in membership of the English-Speaking Union at Dartmouth House, where the secretary is able to arrange for numerous special privileges.

Traditionally, London is the heaven of shopping for men that Paris is for women. But there are a few snags about shopping for men in London. The principal one is the tailor: he is the best in the world—but you must give him a chance. Of course, if you're a man who buys clothes in London from time to time and your tailor has your measurements, you can send for samples in advance and have clothes ready for the first fitting on your arrival.

But if you're not, you mustn't expect to walk in on Monday and go away on Friday with a perfect suit. The tailor may do it for you—but it probably will not be perfect. The only way to get results is to give him time. And go to one of the good tailors, like Anderson and Sheppard, Kilgour and French, Johns and Pegg—or West and Son for the marvellous sports clothes they make—and Hawes and Curtis for dress clothes.

If you want to be up to the minute about haberdashery, you must know that Arnson, 3 Clifford Street, have very new and smart things, that Izod in Conduit Street are both luxurious and original, and that Sulka is the top; that the men's department at Fortnum and Mason is very good, Harrods Man's Shop one of the best in London, and that both Austin Reed in Regent Street and Simpsons in Piccadilly (the latest London shop) are like the best in America, with hair-dressers and everything. The latter has a good gift shop, for men and women, as also has Fortnum and Mason.



PAMELA MURRAY

Racing at Sandown Park is less formal than Ascot: the Earl of Sefton, left, wears tweeds and a soft hat. (With him is the Hon. Mrs. Fitzgerald.) Right, golf at Sandwich: the Hon. Ivor Guest, the Hon. Drogo Montagu

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THE POST-GRADUATE I. Q. TEST

FIFTEEN minutes is allowed for this test: one minute each for the five questions that you will think you know and will not know, and two minutes each for the remaining five that you know and have forgotten that you know. Whereas questions as to the square mileage of Ohio, the wife of the seventh President of the United States, or even the date of the Battle of Hastings, will produce a happily derisive indifference, the following test has been found to be productive of considerable mental irritation.

THE QUESTIONS

I. Who said, "There but for the Grace of God go I—" (or words to that effect)?

II. Who was François Arouet?

III. In what Gospel (or verses) of The Bible is Mary of Magdala mentioned in connection with sex irregularities? Quote one of the accusing passages.

IV. Where is Cathay? (Evasive mention of "Cycles of Cathay" or "Far Cathay" will receive no credits.)

V. What is the bar sinister?

VI. Who was Sid Arthur Gautama?

VII. What were the names of the Three Magi?

VIII. Who were Elsie, Lacey, and Tilly, and where did they live?

IX. What popular short lyric of Tennyson's is written in blank verse?

X. Give the equivalent in French for "self-control." One word. An explanatory paragraph is not permitted.

(Glance over at page 159 for the answers.)

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Jordan Marsh Co., Boston	J. L. Hudson, Detroit	Carson Pirie Scott & Co., Chicago

62 WEST 39TH STREET • NEW YORK, N. Y.

THE POST-GRADUATE I. Q. TEST

THE ANSWERS

(Look over to page 158 for the questionnaire.)

I. John Bradford. Date of birth unknown—around 1505 to 1510. An English Protestant who said in watching a gutter drunk—"There, but for the Grace of God, goes John Bradford." He was sentenced to death for his liberal opinions.

II. Voltaire. If you did not know that was a pseudonym, what did you think his Christian name was?

III. In no Gospel is she so mentioned. She had grounds for the greatest libel suit in history.

IV. Cathay is the ancient name for China, and she can probably trip you in modern terminology also, as Sino has a misleading rhinological significance.

V. There is no such term in heraldry. Bend sinister is correct, nor does the term invariably mean illegitimacy. Your error arose from the carelessness of Richard Harding Davis.

VI. The Buddha. (Did you think he was born with a title only?)

VII. Balthasar, Melchior, and Caspar.

VIII. They lived at the bottom of a treacle well in *Alice in Wonderland*.

IX. "Tears, idle tears, I know not what they mean,
Tears from the depth of some divine despair
Rise in the heart, and gather to the eyes,
In looking on the happy Autumn-fields,
And thinking of the days that are no more."

X. The answer is best fought out among a group of Anglophiles. The question is extremely annoying to the French, who have no conceivable need of it and, in a phrase of theirs that does not admit of translation, "Do not see the necessity."

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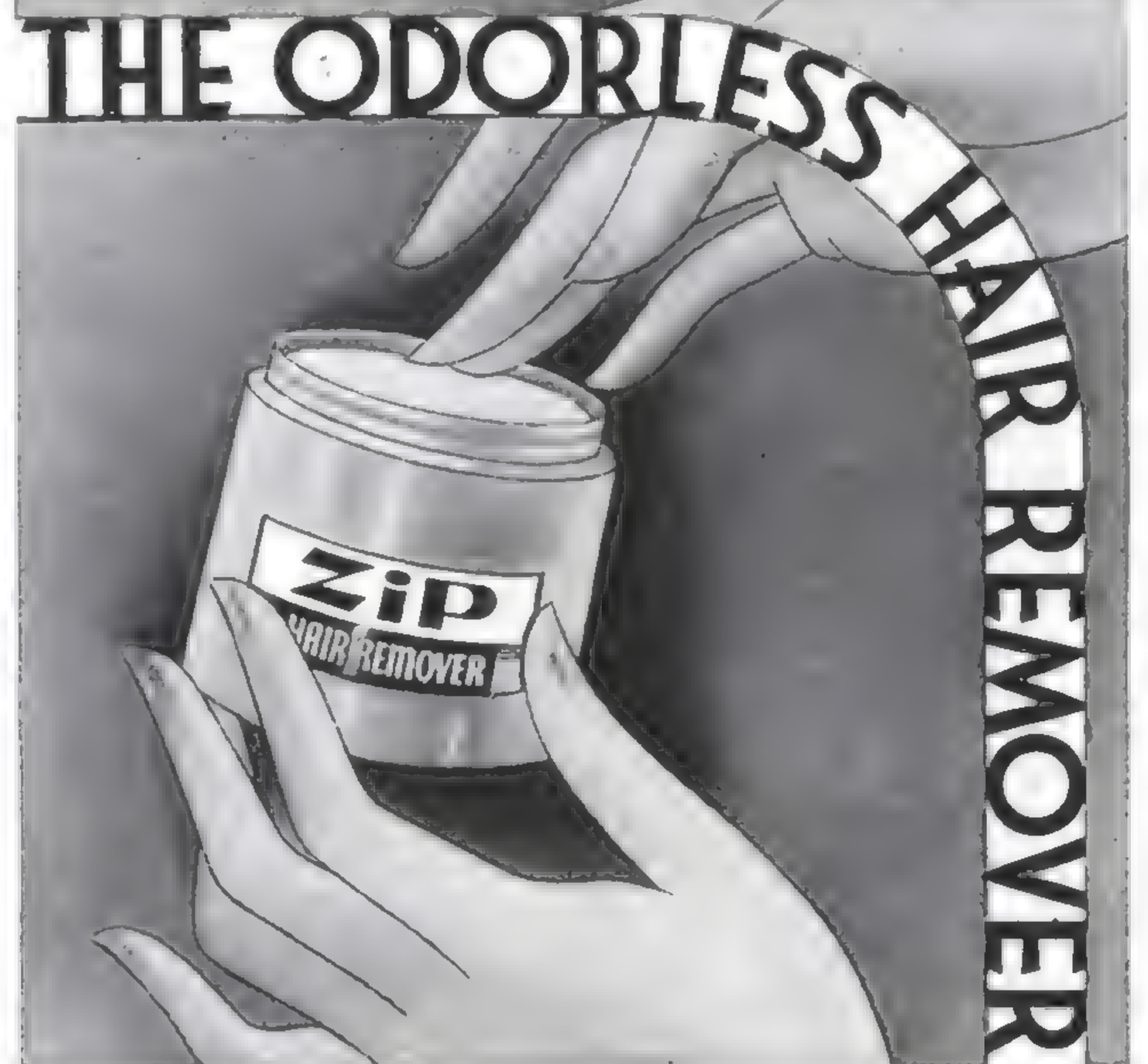
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A CASE OF JEWELS

By Mary Van Etten Ward

PRIDE of possession is well justified when an object can bring to its owner a rapport with the past and a sense of romance. Especially is this true of precious stones, the creation of which antedates all forms of life on earth. Look at your diamond...not an æon under twenty million years old. Consider its transmigrations from the Azoic to the machine age...does it mean something besides price to you that it is real, not just a good imitation?

A really genuine diamond is, chemically, pure carbon and nothing more. Since carbon is one of the most ubiquitous of elements, chemists have tried for centuries to produce the precious crystals artificially, but so far only God can make a diamond. The other gems—ruby and sapphire (which are corundum) and emerald and aquamarine (which are beryl)—are only a little less simple in composition, being largely alumina and silica, elements that are widely prevalent on our globe.

The variations in colour—ranging in diamonds from black through yellow and pink to the finest blue-white, and in corundum from the pigeon-blood red of the rarest rubies through orange, yellow, lavender, and white to the best cornflower-blue sapphires—are due to varying amounts of metallic oxide.

PREHISTORIC PRELIMINARIES

It seems likely that these pure transparent minerals are the result of crystallization of gas or liquids during primordial upheavals. Imprisoned in igneous rock masses, a large portion of the gems known to the world might never have been found but for the vast glaciers crushing the earth's rock surface and dragging it far from its original position. As a result of this monstrous and energetic raking, most gems are now found in alluvial soil.

Before the Dark Continent was tapped, Brazil furnished the world's supply of diamonds. The discovery there occurred during the gold-rush of 1726, when some traveller observed that the stones that the miners were using as counters in their gambling games were exactly like the uncut diamonds he had seen in India. Every prospector, opportunist, and adventurer within travelling distance flocked to get in at the kill. Any slave working in the mines who

found a diamond of eighteen carats or over was given his freedom—a bit of generosity something less than spectacular when one considers that the price of such a stone would buy at least twenty thousand new slaves.

KING'S RANSOM

The great diamond mines in and around the kingdom of Golconda, in India, provided diamonds of the first water from the first century B.C. to the nineteenth century A.D., and kept all the crowned heads of Europe and the Orient aglitter. From this region came the fabulous Kohinoor, traceable back to 57 B. C. and which, Indian legend has it, was worn by an Indian Beowulf as far back as 4000 B.C. This gem, which the Indians named Mountain of Light, was taken over by the East India Company for a bad debt and presented to Queen Victoria. However, it is the least handsome of the paragon diamonds, and the smallest, having been reduced during two cuttings from seven hundred and eighty-seven carats to a final one hundred and four carats. But it is incredibly rich in history.

The corundum deposits in Burma, Siam, and Borneo have, for centuries, contributed the finest rubies and sapphires to the treasure-trove of the East. The ruby that adorns the crown of the Shah of Persia is the size of a hen's egg, and said to be worth \$2,500,000.

What is known as the Oriental emerald is a green corundum gem, the same in composition as a ruby or sapphire; the real emerald-producing beryl comes from Colombia and is the rarest of the gem minerals.

If you bought your jewels as genuine and have some question as to their authenticity, a connoisseur has several tests. At casual glance, white topaz and sapphires give a fairly good imitation of a diamond, but they can not stand close inspection. Then, there is the familiar paste or lead glass imitation, which is blazing bright when new, but which soon loses its brilliance through scratching and discoloration. The difference between any of these imitations and a genuine diamond is apparent to a real connoisseur by the lustre. Since the diamond is eighty-five times harder than corundum (the next hardest gem mineral) only a diamond, therefore, (Continued on page 161)



Fastidious about the materials she wears and the styles she chooses, this young miss selects Butterick Pattern No. 7263 and makes it up in Viyella Flannel.

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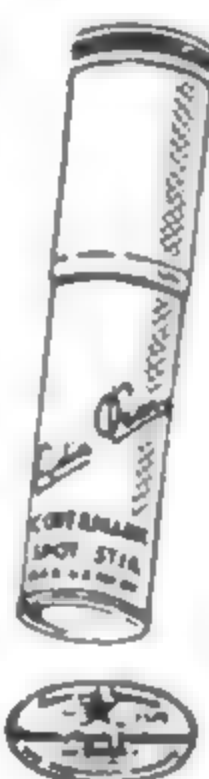
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A CASE OF JEWELS

(Continued from page 160) can scratch a diamond.

An X-ray picture of a diamond will look transparent because of the homogeneity of its composition, while any other stone will register on the plate as a dark spot, so any doubt that might remain after the simpler tests can be cleared up this way.

Corundum, beryl, and topaz are all dichroistic; that is, they are a fusion of two distinct shades of their own color. When the gem is observed through a dichroscope, an instrument for examining the double refraction of crystals, the two different shades register separately on the white screen. Other gems, such as diamonds and garnets, will register only one shade, so it is easily possible to distinguish between rubies and garnets, rubies and glass, diamonds and topaz or sapphire.

But the dichroscope fails, however, in testing reconstructed rubies and sapphires. These are the result of boiling down bits of corundum that are too defective or too small for setting, and then letting the molten drops harden, to be cut like real gems. These products are no more genuine than cultured pearls, but a simple layman might easily buy them as the real thing. Under an ordinary jeweller's glass, almost all true corundum gems are slightly defective; or if not really defective, angular bubbles and "silk"—sets of fine parallel lines—can be seen. In a scientific gem, the tiny gas bubbles are round, and the infinitesimal striations are curved, because of the tear-drop shape in which the gems are made.

THE DURABLE DIAMOND

You will never be confronted with a reconstructed diamond, because diamonds are absolutely insoluble. If subjected to terrific heat in the presence of air, the stone will simply disappear, but, if wrapped in a carbonaceous wrapping, it can endure any heat. Neither has the scientific production of emeralds been very satisfactory, though the "triplet and doublet" imitation is hard to spot. It is used to simulate all three of the precious coloured stones. To make an emerald triplet, a thin slice of dark green glass or green foil is sandwiched between a top and back of pale, inexpensive beryl. This looks enough like an emerald to be its twin, but the rays of light passing through

get jumbled up in the various media and cast a reflection quite different from that of a real emerald.

It was not long ago that most astonishing powers were attributed to gems. Napoleon himself clung to the belief that diamonds endow the wearer with courage, and had set in the hilt of his sword one of the most romantic gems in history, the Regent. Protection and victory, also reputedly assured to the wearer of a diamond, were certainly his for a time. But these effective powers that a diamond is said to possess can not be bought—the stone should be freely given and worn on the left side to be most efficacious, which belief is undoubtedly the origination of the modern custom of engagement rings.

Not only diamonds, but all the nobler gems were supposed to be in close cooperation with the planets and were believed by Orientals to possess mystic qualities, which one did well to take stock of before undertaking anything important. This zodiacal allegiance gave rise in Poland to the notion that each month is under the influence of some stone and that persons born in a certain month are better off through life with that stone as a talisman.

STRANGE POWERS

Before the advent of the psychoanalysts, melancholics sought the sapphire as a cure, and its very proximity was said to enliven the depressed spirit. The sapphire was also supposed to cure runny eyes, and a large and famous stone was kept for years for this purpose in Saint Paul's Cathedral in London.

And happy the owner of a ruby! One could scarcely decide whether to keep it whole to ward off plague, or to eat it and resist decay. The emerald was said to have felt more strongly than George Washington about a lie, and, if lovers' oaths were falsely made in its presence, it would register a silent protest by splitting to bits and falling to the floor.

One anecdote about emeralds features rather thrillingly in our own history. When George III. was being crowned King of England, a large emerald fell from his crown. One may doubt that the shadow of coming events cast itself over the emerald's vitreous lustre, but that day presaged the loss of George's thirteen American colonies.

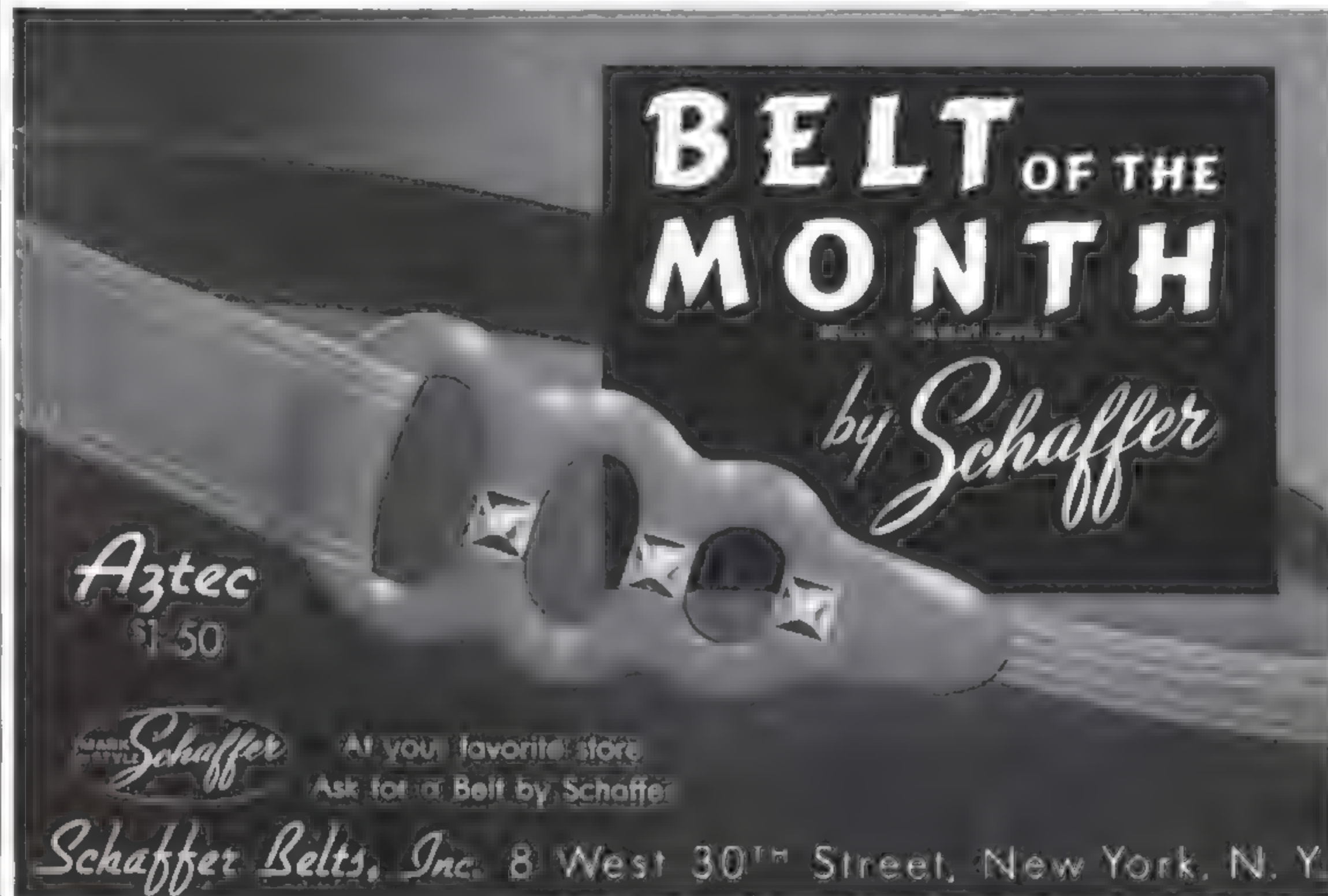
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SAMPLE OF THE APRIL-MAY ISSUE
Easter . . . and after (the editor gives some honest and, we hope, helpful advice).
Have an ensemble (showing six totally different types—all in full colour).
Suit Story (new suits, with blouses to complete them).
Vogue Couturier Designs (a nine-page portfolio of these super-patterns).
Vogue Pattern Magic (five patterns—eleven costumes!).

Typical Prints (showing various kinds of clothes in appropriate fabrics).

And, too, new fabrics, lovely evening clothes, a maternity wardrobe, designs for lace, active sports clothes, mother-and-daughter suggestions, grand coats, patterns for sheer fabrics, jacket tricks, washable clothes, two new bridal gowns, blouses, lingerie, children's patterns . . . a wealth of ideas, colourfully and simply presented. All yours . . . for 35c!

ROYAL ALBUM

(Continued from page 68) degree of private obstinacy, exaggerated deafness, and general obtuseness that made her disliked by intimates. Too much has been said of Queen Mary's "quiet life," for she kept open house for a generation, and has entertained and made personal friends of the Elder Hostesses who really rule society in all countries and at all times.

THE DOWAGER QUEEN

She has a sense of destiny, and sees the Family against its own background of history. So, in twenty-five years, she (a consort) has acquired the prestige of a sovereign queen like Victoria.

Every year there are stories of Queen Mary's endurance, of her outwalking the fainting, exhausted officials in her many-mile inspection of the British Industries Fair. In the afternoon of the same day, she will put in an old-master loan exhibition and a hospital visit, with something different said to every patient and nurse. The evening will see a film premiere, with mounted police gently edging back the vast crowd up the Strand (English police horses are trained and noted for their posteriority). She goes by the royal entrance that every Mayfair cinema must possess—with red carpet for the sidewalk—and misses the flash-light carnage in the foyer. (But her endurance almost converts us into a belief in the royal myth.)

The time may come when questions can be openly asked as to whether a strict, unimaginative, rigid upbringing (inspired by the best motives, of course) is automatically suited to every modern, highly strung type. The key to last year's Royal Enigma (which will be debated as long as the Man in the Iron Mask) may be found here. Our new King, who has a delicate (but not in the least sickly) constitution, was put through a terrific experience and education afloat and in the air. He was in the Battle of Jutland. He is naturally ascetic (a touch of the Albertian saintliness here) and has his own rules. He has endured camp-life with the working-classes and those endless tours of an Empire where the frontier has not yet closed. He is the Family's Engineer, has made many radio sets, can operate studio film-cameras, collects gadgets, types his

own speeches on a portable, enjoys polo, hunting, golf, shooting, tennis, fishing, and—detective thrillers....

THE ROYAL DUKES

Of the King's younger brothers in our Album, there may be a photograph somewhere of an intimate scene in Belgrave Square when the Duke of Kent left his luncheon party to take the lift to the nurseries, returning with his first-born in his arms. Here is another very happy family, all good-looking, which the nation hopes and expects will go on enlarging, for they feel a proprietary interest in the Family, like old relations at a wedding reception.

The Duke of Gloucester is too amiable to be quite the heavy Hanoverian, though obviously you would never find him at a concert (you would see the Duke of Kent at one). Throughout Africa, the (far-flung) settlers decided they liked him the best of his brothers, saying he was not nervously impatient or too quick for them. He was a great favourite with his parents, though occasionally ragged by his brothers. He is the third heir, after Princesses Elizabeth and Margaret Rose, and will be Regent if one of them succeeds as a minor. His gentle, very feminine, cultivated wife is supposed to be very shy, but is doing her share of the work....

Following the royal example to the social world, every country house in Britain has its family albums, commencing with early-Victorian water-colours and witty pen-and-ink sketches (every one could sketch then), interspersed with letters and accounts referring to some royal visit or encounter. "Near the Serpentine in Hyde Park, we saw to-day the young Queen and her Consort, Prince Albert, with their bunch of children sitting opposite. The little Prince wore a Leghorn straw hat and white pelisse as in Herr Winterhalter's portrait"—runs one account in an album.

Looming out of another of these old albums is the Falstaffian presence of Edward the Seventh. Behold him, majestic, impassive as Jehovah, high on his early Panhard chariot (*à deux cylindres*), with the enormous house-party at Wrest Park lined up by the front-door. They are so still that you realize it (Continued on page 164)



Bride and Grandmother Both use

REVLON NAIL POLISH

One of our stylists attended a fashionable wedding in Boston last week. She asked the bride, "What brand of nail polish do you prefer?"

The bride answered, "I use Revlon"; whereupon her grandmother, a leader of Boston society, volunteered that she, too, used Revlon.

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62 WEST 39 ST. • NEW YORK CITY

ROYAL ALBUM

(Continued from page 163) will be some time before this early model can be coaxed to start.

The perspiring chauffeur works patiently with the crank-handle, the departing royals in the "tonneau" chat graciously to their hosts (cameras in hand). There is some mutual, respectful snap-shooting. Presently, the royal car trembles violently as in an ague, lurches forward with a dreadful roar, and is catapulted out of sight in a cloud of dust. A final snap-shot—but the print will be blurred. ("Anne, my dear, should I have used 1/25th or 1/50th second?") The voices fade out, but the prints are with us still.

By the end of the Edwardian reign—that Indian summer of the Victorians—people took their latest album from house to house, as they do again today. Their work can still be produced if guests are seen to be sinking into despair. As a final resort, the family albums will always raise a laugh until your hostess says, Yes, that is herself in a huge hat and veil talking to King Edward and three reigning beauties of that day, who are still with us....

VICTORIA'S CHILDREN

Victoria Regina's three surviving children are obviously out to win the Royal-longevity Marathon. Great-grand-aunt (Princess) Louise, the oldest royalty in our history, nears ninety. She is the Family Artist and the first to make a right-handed love-match with a (ducal) commoner. She has charm and humour, and occasionally scolds her sister Beatrice, a child of eighty, Victoria's executor and archivist and the mother of Queen Ena.

Princess Beatrice spent days tearing up some of her mother's letters some years ago when revising a further collection for eventual publication. Some brave spirit remonstrated, said it was unfair to posterity, but Princess Beatrice had a convincing reply. It appeared that Victoria Regina with the gloves off and pen in hand could be surprisingly expressive, personal, and painful....

Their brother, the venerable Field-Marshal Duke of Connaught, well into the eighties, the godson of the great Duke of Wellington, inherits the Albertian good looks, Olympian detachment, and concentration on duty. This fine old soldier, a martinet for discipline, is head of the Masons and has led a calmer, simpler life than his brother, Edward VII. His daughter, Princess "Pat," who gave up her royalty to marry a commoner (quite a habit in the Family), is still part of the royal scene; she sings and paints.

Princess Alice, wife of Queen Mary's handsome brother, is the most chic after the Duchess of Kent. Attractive, slightly foreign, and completely independent, she comes up to town from Sussex when necessary, does her duty gracefully, and departs—for Sussex. Her husband heads London University, is a born Chairman, and is the Family's wine connoisseur.

We have not mentioned many of the more publicized Family figures, but revert again to the Sovereign's happy young family, so like the young Victoria and Albert—and on this note beg leave to close the Royal Album, for the Abbey bells are ringing....

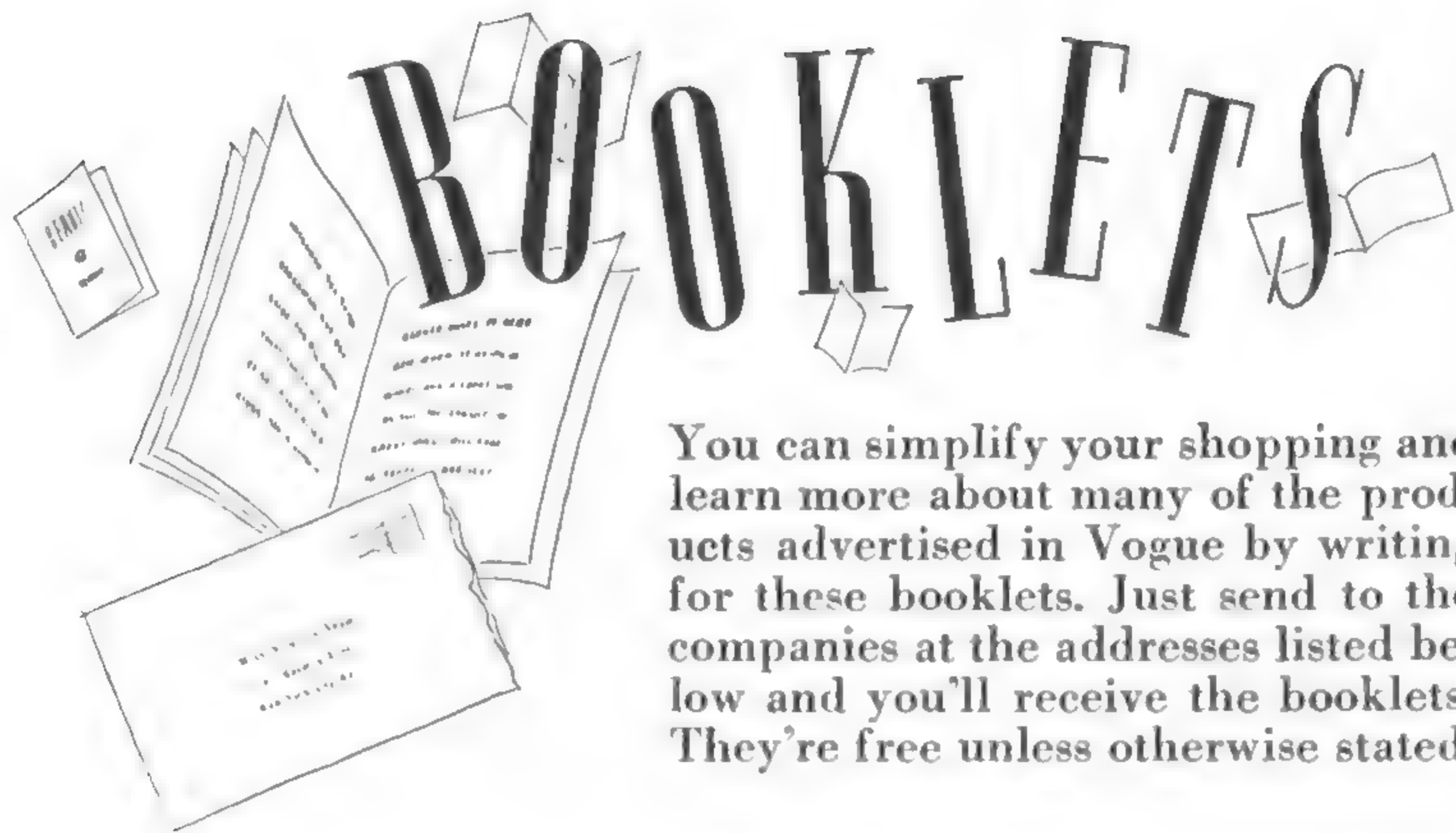
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Vogue's
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Pages 112-113

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IF NO SHOP in your shopping radius is listed here, tell Vogue what model you want and we will give you the nearest address where Vogue's "Finds of the Fortnight" can be found. Enclose a stamped, self-addressed envelope. Vogue, 420 Lexington Avenue, New York City.



You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for these booklets. Just send to the companies at the addresses listed below and you'll receive the booklets. They're free unless otherwise stated.

BEAUTY

YOUR LOVELY SKIN is Dorothy Gray's attractive booklet that outlines the correct routine of home care for various types and conditions of skin. This little book shows you how to apply make-up and lists the preparations made by DOROTHY GRAY, DEPT. GS 20, 683 FIFTH AVENUE, NEW YORK CITY.

BEAUTY AIDS by Daggett and Ramsdell is an informative booklet that gives you essentials for achieving beauty—keeping your skin smooth, soft and firm, and using make-up correctly. This booklet gives you particulars about their products. DAGGETT AND RAMSDELL, DEPT. V, 2 PARK AVENUE, N. Y. C.

FOUR AGES OF BEAUTY. Barbara Gould's attractive little book, "Any Woman Can Look Lovelier," gives treatments for four ages—teens, twenties, thirties, and forties. It also tells you how to overcome skin faults and how to apply make-up correctly. BARBARA GOULD, DEPT. V, 35 WEST 34 STREET, N. Y. C.

THE GLAMOUR TREATMENT FOR UNINTERESTING HAIR is the title of a Clairol booklet that tells you how to recondition your hair, to restore its original lustre and colour. Answers to important questions about Clairol are included. CLAIROL INC., DEPT. V37, 132 WEST 46 STREET, NEW YORK CITY.

LETTER-WRITING

THE ETIQUETTE OF LETTER-WRITING is a handy little book to keep in your desk for reference. It will solve many of your letter-writing problems and help you in social correspondence in general. An index in the back makes it particularly useful. EATON PAPER CORPORATION, DEPT. V, PITTSFIELD, MASS.

SILVER, LINEN, FLOWERS

PLANNING FOR STERLING. The International Silver Company has outlined twelve steps in the purchase of your silver—steps so planned that at each stage you will have enough pieces for some form of entertaining. Pictures of their distinguished patterns will help you select your silver. INTERNATIONAL SILVER COMPANY, DEPT. V, WALLINGFORD, CONNECTICUT.

TEMPTING TABLES—sixteen practical table settings will give you ideas for making your tables more attractive. The fine Rosemary tablecloths are used in these photographs. Please send three cents with your request. ROSEMARY INC., DEPT. V, 40 WORTH ST., N. Y. C.

HOW TO ENJOY FLOWERS is a compilation of simple, helpful rules on caring for flowers and on their arrangement and placement in your home. There are many suggestions to make your flowers last longer. FLORISTS' TELEGRAPH DELIVERY ASSOCIATION, INC., DEPT. V, 484 EAST GRAND BLVD., DETROIT, MICHIGAN.

SPRING WARDROBE

BOTANY YARN PRIMER is a complete illustrated booklet that tells you all about Botany top-dyed knitting yarns. It describes the manufacture of these yarns and tells you why this method of dyeing assures perfect colour matching. BOTANY WORSTED MILLS, DEPT. V, PASSAIC, NEW JERSEY.

COSTUME GUIDE—what shoes to wear with your tailored suit, with afternoon dresses, with all costume types are given in a new Walk-Over booklet. An accessory colour chart shows interesting combinations for your spring costume. WALK-OVER SHOES, DEPT. V, CAMPELLO, BROCKTON, MASS.

SILK HOSIERY—COCOON TO COUNTER is a most informative booklet describing the manufacture of silk stockings from the preparation of the raw silk, knitting the stockings, through the dyeing and finishing. This interesting booklet will be sent to you with the compliments of Humming Bird hosiery. DAVENPORT HOSIERY MILLS, INC., DEPT. V, CHATTANOOGA, TENN.

SHAGMOOR COATS. A new folder illustrates ten Shagmoor coats for Spring—all simple wearable classics. These are made of tweedy knits, monotonies and alpacas in spring colours. LINDER BROTHERS, INC., HOUSE OF SHAGMOOR, 512 SEVENTH AVENUE, N. Y. C.

TRAVEL

GERMAN RAILWAYS FOR SAFETY, SPEED AND COMFORT is an interesting booklet with illustrations in colour. It tells you about travel on the German Railways and describes the precautions taken by the company to assure safe, fast and comfortable travel. GERMAN RAILROADS INFORMATION OFFICE, DEPT. V, 665 FIFTH AVENUE, N. Y. C.

VACATION TOURS OF EUROPE is a handy folder to solve the problems of planning, routing and carrying through a tour of Europe. These guided tours are fully described in this booklet, giving itineraries and prices for four and six week tours, the Grand Tour, Central European Tours, Scandinavian and Russian Tours and Mediterranean Route Tours. AMERICAN EXPRESS, DEPT. V, 65 BROADWAY, NEW YORK CITY.

HOTEL DEL MONTE—A little book tells you all about the sports at this famous resort on the Monterey Peninsula. Marvellous facilities for golf and all your favourite sports, a beautiful setting, and a mild climate make this an ideal vacation-spot. HOTEL DEL MONTE, DEPT. V, DEL MONTE, CALIF.

CANADIAN PACIFIC WORLD CRUISES. An interesting booklet describes six popular Canadian Pacific world cruises. These are independent round-the-world tours at surprisingly low fares. CANADIAN PACIFIC, DEPT. V, MADISON AVENUE AT 44 STREET, N. Y. C.

GENTLE READER

(Continued from page 79) Any one, now that Molyneux has suggested it, can fasten a big pink rose under her chin with her black evening dress. Take a tip from pages 114 and 115 and wear grosgrain, just as you wore piqué last year. Not that piqué has gone out of fashion, far from it. But grosgrain has proved just as versatile. Wear it in pastel, bright, or white. Take a tip from pages 110 and 111, and wear lingerie touches. Pick your frills carefully, and do keep them fresh.

And, of course, we needn't remind you that our "Finds of the Fortnight" (pages 112 and 113) are planned just for you—selected from an enormous market, scrutinized by our editors, picked for their great value. The accessories, too, are chic, the impudent skull-cap, the white sailor, the white back-buttoned gloves, the small flower-trimmed hat. Our perpetual "whispers to a girl with nothing a year" are our Designs for Dressmaking (pages 116 and 117).

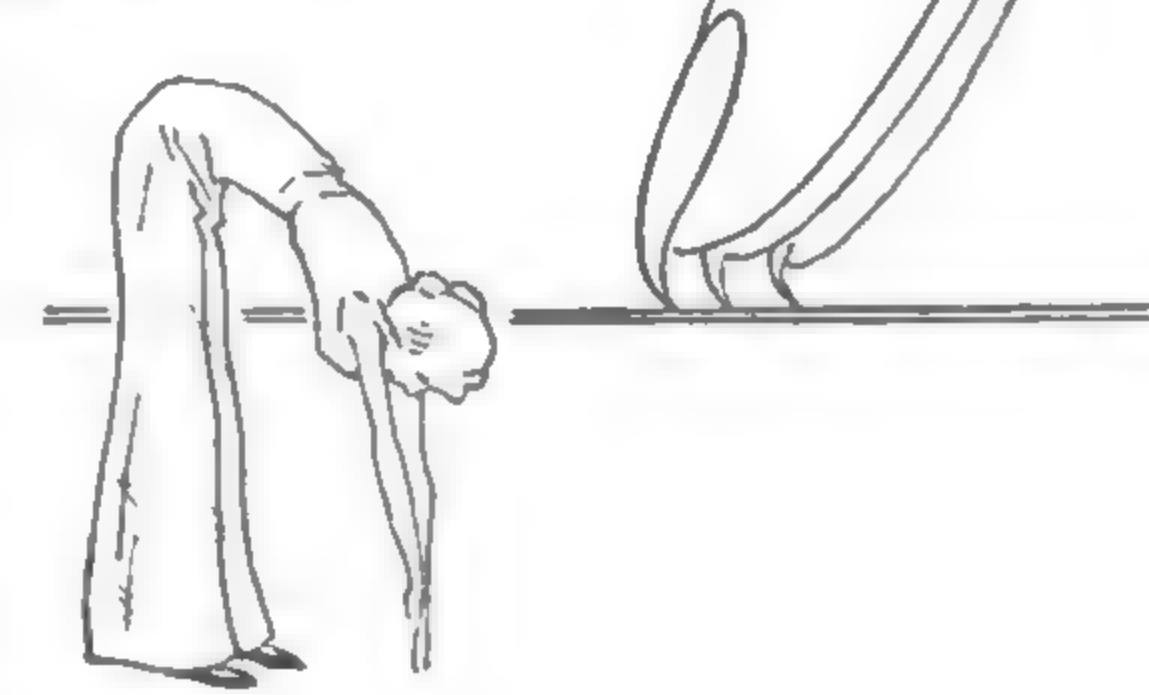
If you're an older woman and not exactly thin, you should find many ideas in these pages, as well as actual models. Don't be put off by the fact that our illustrations show slim goddesses. Look at the clothes with your own figure in mind. We give you the Vionnet on page 83. This is perfect for you. You can have a navy-blue belt instead of a white one, and, if you care to, you can tie the scarf lower or flatter to suit yourself. The English suits, pages 100-101, have solutions for your country problem. On page 105, the coat with the white piqué waist-coat is excellent for the heavier figure, and don't be afraid of the plaid in the Molyneux suit. It's really almost imperceptible in real life. And again be thankful for all the sailors you see in this issue.

For evening, can't you see yourself as well as your daughter in Mainbocher's print jacket and dress on page 92? The long-sleeved print next to it could be made in a less flamboyant print or in a plain colour, and you'd find yourself happily dressed for spring.

If you're a débutante, much of the romance that Paris toys with this year is destined for you. Those Dresden-doll dresses on page 87 that Lanvin made—you know she made her first success doing clothes for her daughter. On page 80 are two dreams of dance dresses—all eyes will follow your feet just to look at the flower-decorated or banded hems. All through the issue are bewitching hats, amusing whims, little suits that only the young can attempt.

And finally, there's entertainment here, too. The number one dinner-table topic, the Coronation, opens this issue, throwing further and brighter lights on the dramatis personæ of the greatest show on earth. To reproduce those masterpieces from the Andrew Mellon Collection meant weeks of effort, persuasion; meant first sending to Washington one editor and two photographers; meant, later, sending an engraver to tally the plates with the original paintings. There is Vogue's Spot-light, reviewing the plays, the art shows, the musical surprises. And there is the photographic trick to tell you who is in the popular running to play Scarlett and Rhett, those plum rôles.

*Finger
nails take
a daily dozen*



★ Tap, tap, tap goes your finger...flex, flex, flex goes your nail. Like it or lump it—nails take their daily dozen. Constant flexing and daily growth loosens old-fashioned nail polish. Ah, but wait. Barbara Bates has a new discovery for you. Her amazing new Pliant Polish. It clings to the nail through thick and thin... never cracks or peels. It lasts so much longer! Gentle ingredients go into this Pliant Polish bottle. Harsh ingredients that dry out nails are just not there. This fresh-born idea in polish is good for your nails and good for your social standing. All the newest shades—and each speaks glamour with correctness.



P.S. Complete youthfulness and healthfulness for the hands are found in Barbara Bates hand preparations and accessories. Nothing missing. There's Lubricant Polish Remover, Powder Polish Stick, and Ball Buffer for smoother foundations. Cuticle Beauty Creams, Hand Beauty Lotion, Zephyr Nail File, Smoothie, Crystolive Stick.

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ANNOUNCING THE 1937

IDEAL HOUSE

TEN pages of the April issue of House & Garden—now on sale—are devoted to showing you House & Garden's Ideal House for 1937. This house represents, from its very origin, the harmonious collaboration of architect, interior designer, and landscapist. It embodies the best elements of modern construction, and it fulfills requirements set up by a jury of famous home experts. Its furnishings—down to the last detail of fabrics and accessories—have been carefully chosen by the Editors of House & Garden.

In order to bring the reality of this house to all readers, House & Garden's editors have arranged with leading stores throughout the country to build for you one or more of its rooms. These rooms will ex-



press in actual fabrics and furniture the charm of House & Garden's original plans. Furthermore, the complete house is already under construction in Scarsdale, New York. It will be open to the public with all its decorative scheme and furnishings installed by a famous New York Store.

Architect's plans, exterior and interiors of this Ideal House are shown in April House & Garden. Here, too, you will find the complete list of stores who are building model rooms, as well as full details of the Scarsdale house. If you aren't a subscriber, get your copy at your favorite news-dealer's now.

APRIL HOUSE & GARDEN

On sale at all good news-stands March 25th

VOGUE'S

ADVANCE MERCHANDISE PORTFOLIO APRIL 1

Paris Cable

Georgette planning frogskin shoes for autumn in mahogany, navy, dark grey, black -- also flamingo skin with natural perforations where feathers pulled out -- Joseph Casale planning high vamped street or evening shoes with band over instep shirred on cord necessitating soft materials like antelope, kid or crêpe -- Bunting continues high vamps -- Ravenel amusing evening bag cotton Indian print stitched with gold shaped like Chinese vase with soft tubular centre, stiff ends circled bead bracelets -- same shape natural box-calf, wooden bracelets, for sports -- shell-shaped evening bag multiple rows bias satin cord -- alpaca and grosgrain afternoon bags tubular shapes concave, corded ends -- Suviane white lizard bag like folded cardboard candy box -- blue kid bag bordered red, like square handkerchief, four corners pulled up cord -- Thérèse Hemsy soft mahogany kid bag, bow-knot covering one side -- Breton stiff candy box bag of black suède opening both sides -- Handles still important bag point -- Descat coloured panamas mahogany, burnt orange, dark green -- Agnès black panamas trimmed blue mousseline bows and veils at back -- blue or red felts covered matching lace -- Maria Guy white panama, brim turned down, square front, multi-coloured linen inserts around crown -- Toreador hats everywhere -- Descat big flat felt, blue grosgrain stand-up band around brim, red band around crown -- Maria Guy small navy felt, wide grosgrain bands turning down around stiff brim.

Autumn
Shoe
News

New
Bags

Last
Word
in Hats

ANY PART OF THIS CABLE MAY BE QUOTED IF PRECEDED BY "VOGUE'S PARIS CABLE SAYS:"

COLLECTION DETAILS



Blocks of colour in panels or scarfs. Alix



Double revers Alix ; triangular buttoning Paquin

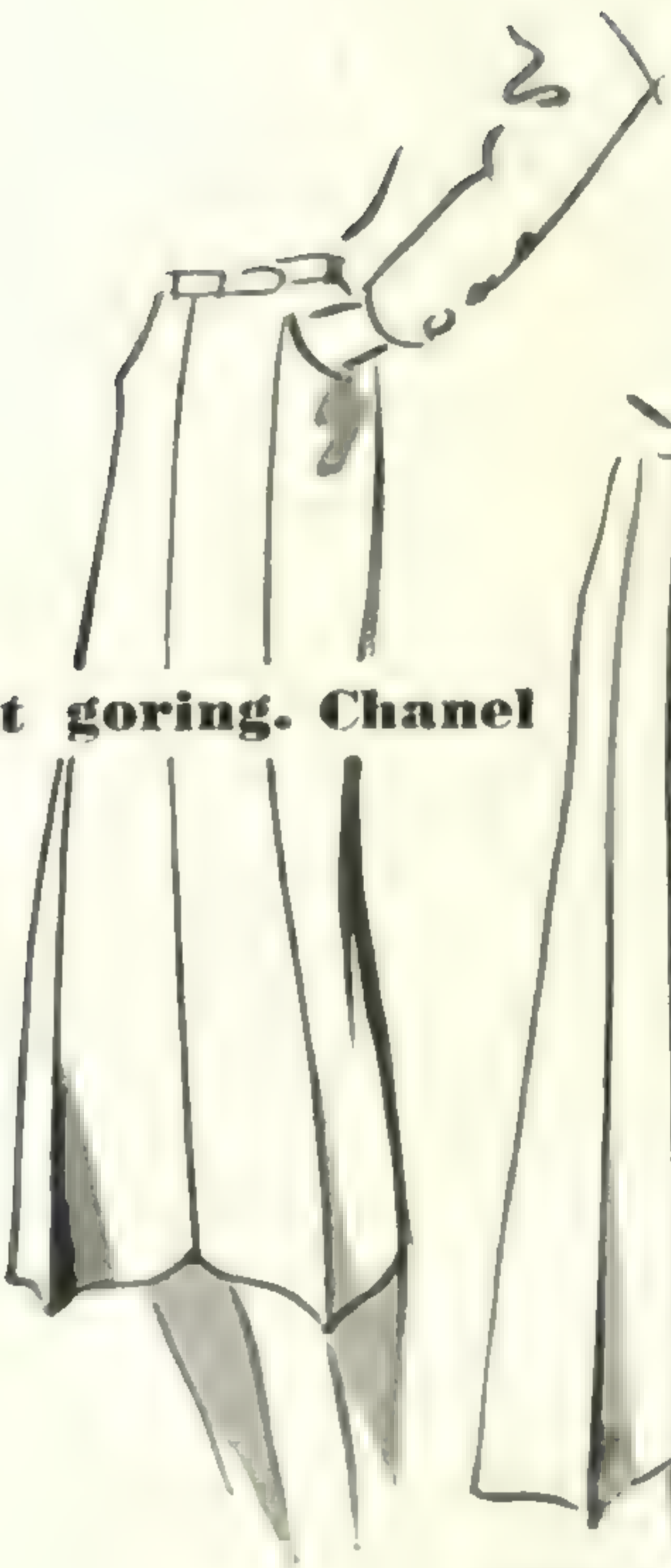


Box-pleats entire back.



Shell and glass trimming. Schiaparelli

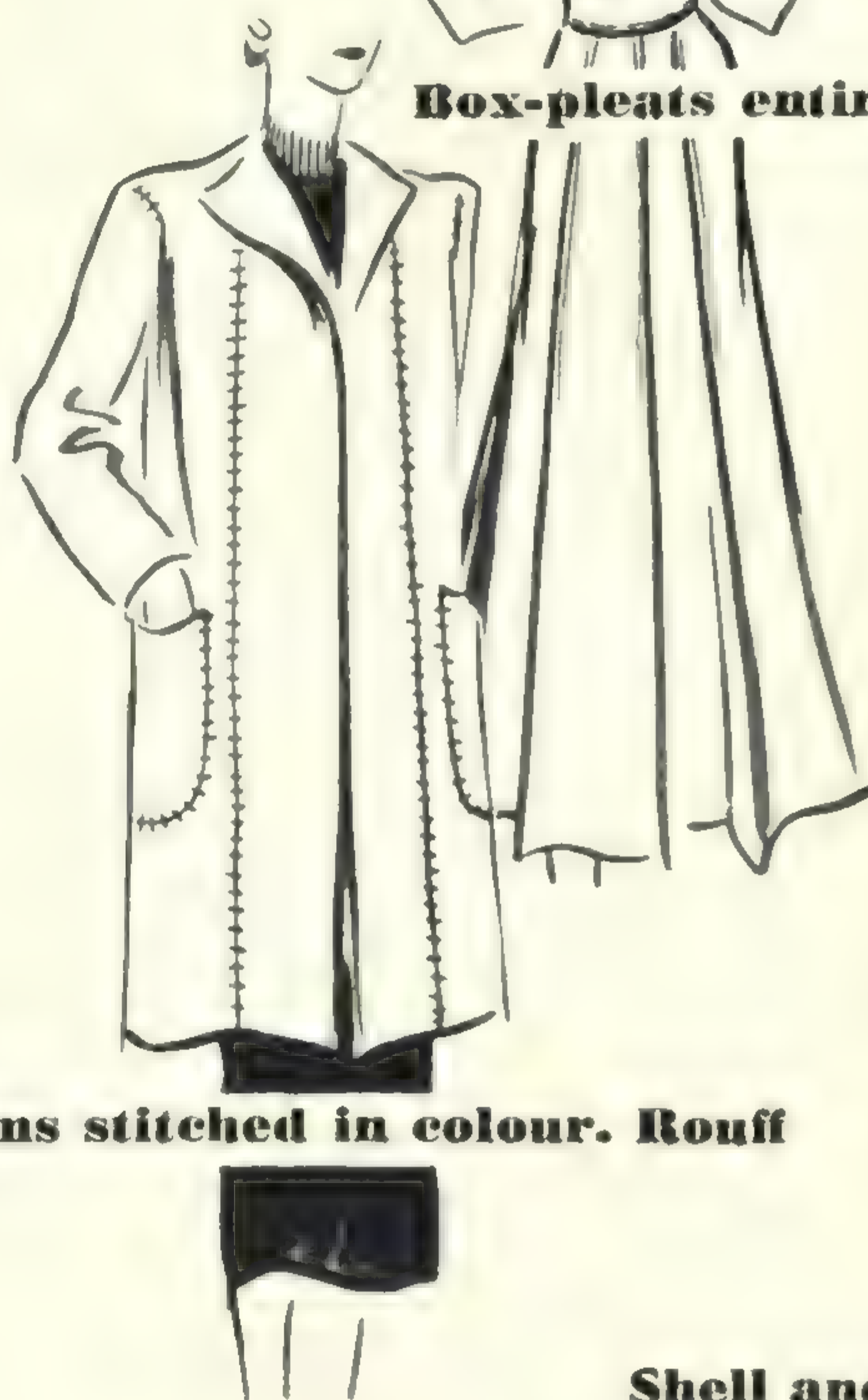
Front goring. Chanel



Front box-pleats. Chanel



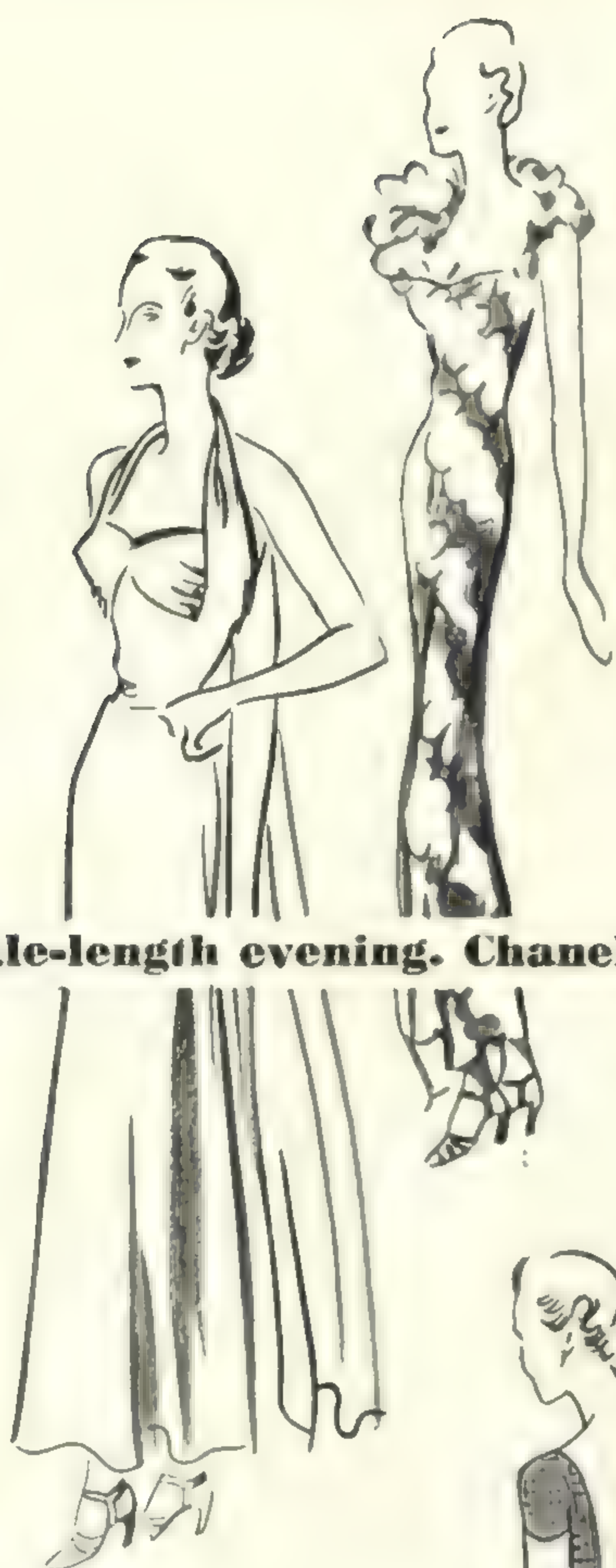
Seams stitched in colour. Rouff





Wide sashes build high waists. Chanel

Ankle-length evening. Chanel



Sculptured drapery. Alix



Young girl dresses. Mainbocher



Evening smock. Alix



Black horsehair overskirt, tight printed slip. Alix



Transparent capes day and evening. Alix



Bathing suit preview

It looks like a banner year for beach wear departments. Never before in the history of the bathing suit market has there been such variety, such intelligent effort on the part of manufacturers to offer stores all the types that go to make up the smart woman's beach wardrobe.

News in the market revolves around colour, fabric and silhouette. Newest colours are beige, tomato-red and yellow. Yellow is either brilliant and clear or on the greenish side. Watch chartreuse and lime. Blues have reverted to royal and navy. Dusty-pink, Araby-green, wine and turquoise remain; grey should see greater acceptance than last year; and black and white stage a renaissance all their own. Prints are daring and of incredible variety—many new sea-scenes, Persians and widely-spaced motifs. Stripes, Roman, regimental or candy, also belong in your stocks for special customers.

Lacquered Celanese, bengaline, wool challis and lawn are new. Linen, silk, sharkskin, and cloqué continue. Dull-finished Lastex has been perfected, and Lastex is frequently added to the many new weaves in knitted suits.

The long beach coat has taken on new importance. Watch it; it will sell bathing suits for you. In fact coats (or capes) of all lengths, matching hats, and all other accessories will go far toward stimulating sales.

Years ago we suggested gently that you sell several suits to a customer. We're shouting it now. This year a smart customer will come to you *already prepared to buy*: a classic knitted swim suit, a rubber suit for quick dips when there's no time to let the suit dry, and a dressmaker suit for sunning, playing and swimming—three bathing suits, and the last with its whole gamut of accessories.

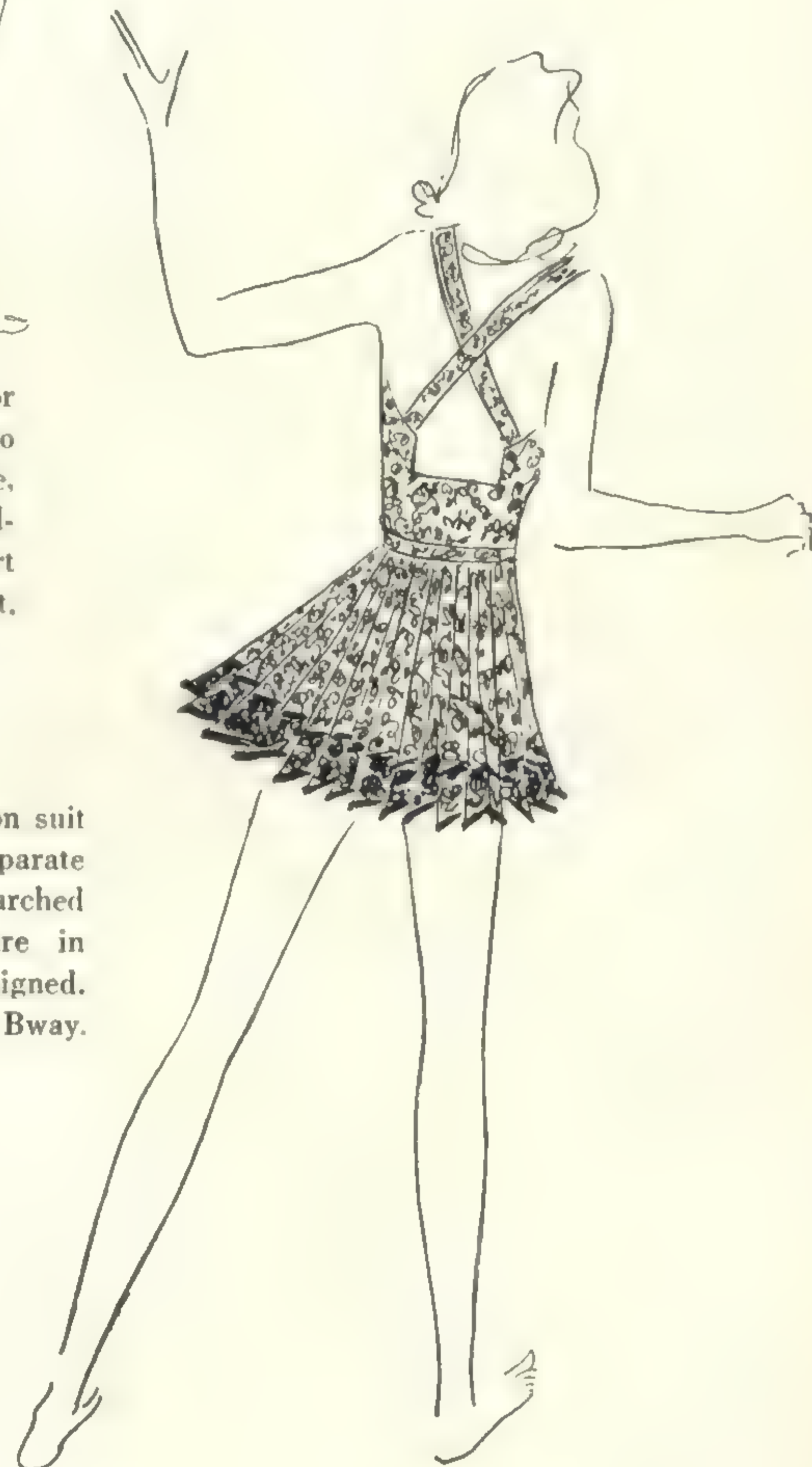
Buyers—check your stocks to see that you are covered on all three types. Advertising departments—anticipate customer demands by promoting beach wardrobes. Sales staffs—get into the habit of taking for granted that your customer has come to buy several items instead of one, and be sure you're prepared to help her with the ensembling.



• "Matletex"—Lastex matedelassé. It expands and contracts—fits any size! Young, brief, stunning. West Coast-Manchester Mills, Inc., Los Angeles.

• Regimental stripes for the woman who plans to have several suits. Blue, red, green on white. Celanese jersey. Cape-skirt matches. Gabar, 108 W. 39 St.

• Border-print cotton suit with a smitch of a separate skirt. Décolletage arched in front, cut square in back. Very well designed. Travelo Corp., 1410 Bway.





• Two-piece play or swim suit with short, boxy jacket. Printed cotton brassière; sharkskin for the shorts and jacket. Pollack, Smith & Robins, 1410 Bway.

• The ubiquitous redingote with stitching on its lapels and belt. Navy sharkskin. Also important looking in white. Gold Tee Sportswear, 229 W. 36 St.

• Dull Lastex (eminently successful) maillot. Eternal daisies, white and green on wine ground. Tucked brassière; halter. B.V.D. Corp., 350 Fifth.

• Two-piece rubber suit in a cloqué effect. Brassière top snaps onto shorts in front. "Headliner" cap to match. The Seamless Rubber Co., New Haven, Conn.

• The knee-length coat type over a one-piece princess suit. Note flared back. Printed seersucker; wine, white. Ocean Bathing Suit Co., 1410 Bway.

• Navy knitted woollen maillot. White bars are names of cities! Copy of Viennese model. Uplift bra conceals stays. Shepherd Knit-Wear Co., 1370 Bway.



BEACH PARADE

a. The knitted woollen suit with flared skirt. Well-fitting jersey trunks underneath. The shoulder straps tie at the waist in back. Good in bright blue. Called "Zephyr" knit. From Allen-A Company, 432 Fourth Ave.

b. One-piece knitted Lastex and woollen maillot—cable stitch. Beautifully fitting suit. White braid binding, halter, belt. Bradley Knitting Co., 1410 Broadway. Linen sandal from Cambridge Rubber Co., 125 Duane St.

c. Helen Wills designed this B. V. D. maillot. Wine-coloured cobweb design on silvery-white satin Lastex. An important and "dressy" look about the suit. Bow in front unties to afford a deeper décolletage. From B. V. D. Corp.

d. Woollen and Lastex "triple knit" maillot—matelassé effect. Shoulder straps cross in back and tie. Classic design. Also chic in white. "Catalina" suit from Pacific Knitting Mills, Inc., 443 So. San Pedro, Los Angeles, Calif.

e. Flared skirt type in cotton matelassé, printed with diminutive elephants. The square neck is important. Talon closing in back. Twisted cord belt, and buckle at décolletage. From S. Augstein Company, 1410 Broadway.

f. Bengaline, dear to the heart of the couturiers, invades the beach wear picture, and rightly so. This printed long coat and matching suit make an extremely chic and new looking ensemble. Comes from Beau Jardin Cie.

g. Individual example of the redingote type. In navy knitted jersey with white pin dots. High revers, braided cord belt and halter neck. From a line known as "Nautical Togs", by Greenhill and Daniel, Inc., 1410 Broadway.

h. Interesting ratine-like fabric with nubs following its yellow and white awning stripes. Suit matches long coat. From Gabar. The child's sun-suit has matching slacks and sweater. From West Coast-Manchester Mills, Inc.





1. If you'll promote them, mother and daughter sets can be a very important item in your stocks. This is a charming one of printed, imported cotton. Suits practically identical. Note box pleats. Beau Jardin, 1410 Broadway.

2. Don't forget that every customer should have a rubber suit for quick dips. And they're marvellous to have on hand for guests. Kleinert's newest is floral appliqué. The cap and shoes are also from Kleinert, 485 Fifth Ave.

3. Dark horse of last season, the long coat, so important now, in one of the most beautiful versions we have ever seen. Stunning India print. Many gores. Excellently designed. A new house: Arcuri Beachwear, 1372 Broadway.

4. Entirely new development in a rubber suit. Rubber almost like jersey, lace-like over-pattern. Slips over skin as easily as silk. Moulded front, halter neck, deep back. Cap, suède-surfaced. U. S. Rubber, 1790 Broadway.

5. A minute-ribbed corduroy called "Featheroy", very soft and velvet-like, for another long coat. This one is tailored like a street coat above a wide-flaring skirt, and processed with Neva-Wet. Bert Schnurer, 22 W. 36 St.

6. Deep décolletage continues. Also opportunity for even tan with suit like this knitted woollen maillot. Shoulder straps may be worn crossed in back for swimming, straight for sunning. Jantzen Knitting Mills, Portland, Ore.

7. The two-piece suit deserves your continued support. This navy knitted woollen has maillot shorts, a halter neck and cord belt with anchor closing. Inside, the famous "floating bra". Gantner and Mattern, 1410 Broadway.

8. Printed satin Lastex is just as important as ever. One of the new indigenous-to-the-beach prints — crabs, amusing and gay. Shoulder straps button in back and may be crossed or not. Hollywood Silk Mills, Hollywood.



Jewellery Check List

**Check your summer stocks
to be sure you're covered on the following four types**



News: Famous blackamoors will grace clips and dangle from bracelets made by Trifari, Krussman and Fishel! . . . Stop now and ask yourself if you're merchandising lapel items to their fullest. Jewellery and ready-to-wear departments co-operate. For every suit sold there is an appropriate bauble.

1. Neat metal sports clip. Baring of Paris, Ltd., 745 Fifth.
2. Amusing rhinestone lizard. Ciner Mfg. Co., 15 W. 36 St.
3. At least one style of fob is a "must" for your stocks. This old-fashioned one is simulated gold. Glass, 377 Fifth.
4. Rhinestone rose with trembling centre. For the dinner or cocktail suit. Trifari, Krussman and Fishel, Inc., 377 Fifth.
5. Another piece important enough for after dark. Rhinestone clip with simulated rubies. Cohn and Rosenberger, 47 W. 34 St.
6. Rhinestone monkey swinging from a fob. Mazer, 6 W. 32 St.
7. Metal feather; ideal tailor piece. Calvaire, 389 Fifth.

Necklaces are the norm of the jewellery business. When necklaces are "in" business is good. Without a shadow of a doubt necklaces are back in the fashion picture. By reverse reasoning, push them and you boost your whole jewellery department.

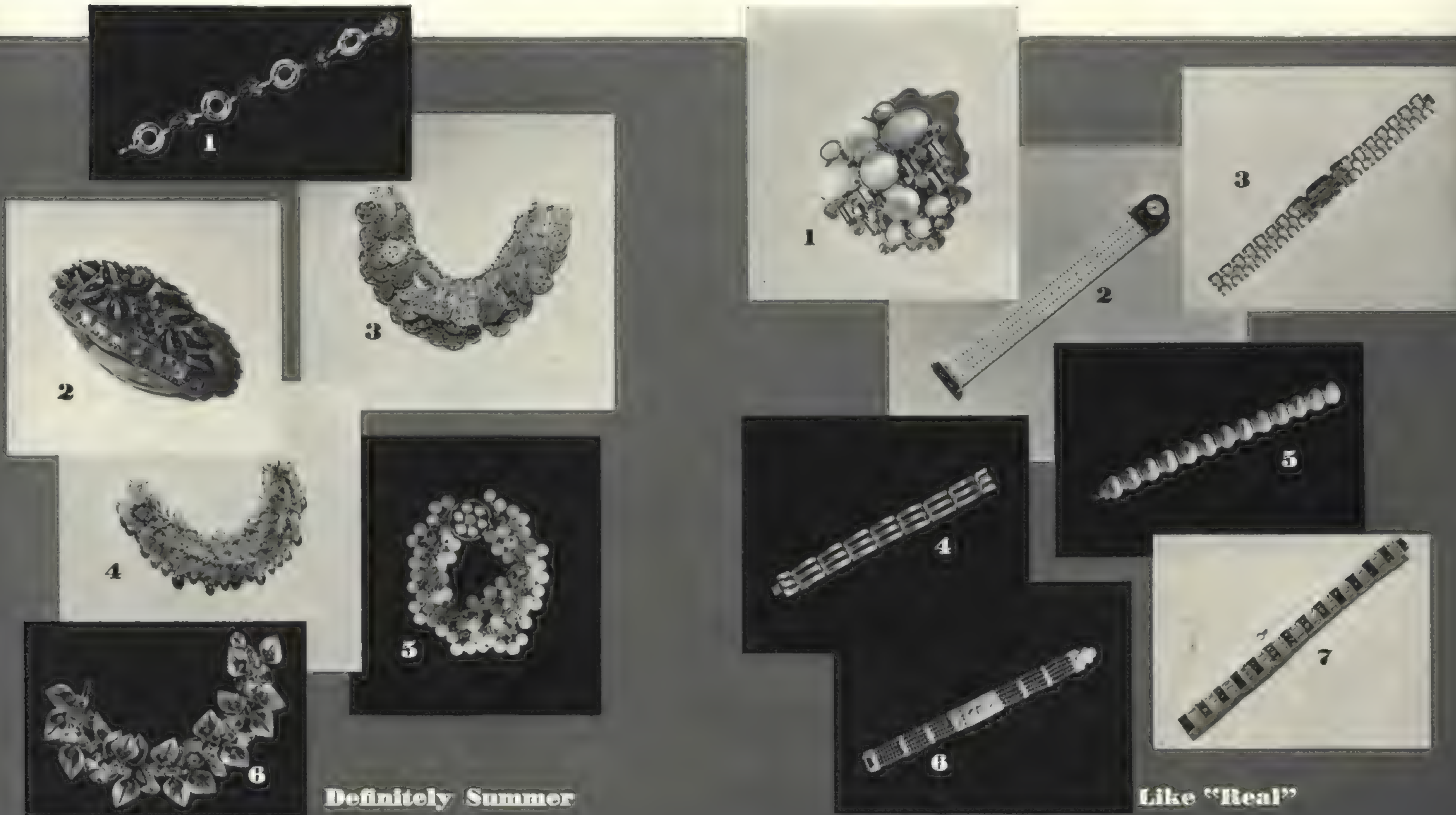
1. Felt rondels; wooden beads. Austrian. Davenport, 366 Fifth.
2. Paisley beads like square blobs of sealing-wax. Sell several to be worn twisted together. Accessocraft, 303 Fifth.
3. "Sculptured" beads in chalk white. D. Lisner, 303 Fifth.
4. Exact copy of Schiaparelli's teardrop necklace. Leo Glass.
5. Pearl clusters to make a choker. From Dalsheim, 303 Fifth.
6. Twisted strands—pearl and colours. Weinreich, 383 Fifth.
7. Seed pearls braided into a romantic and feminine necklace. The best treatment of seed pearls we have seen. Jules Schwab.
8. Twisted strings of turquoise nuggets from China. Bulky, baroque, and very important looking. Jules Schwab, 329 Fifth.

Outstanding in the season's offerings are many types that are light, fresh, and cool looking, inviting even in warm weather, eminently suitable for summer promotion. Crystal continues to be good, and moonstones appear importantly.

1. Bracelet alternating crystal circles with multi-coloured leaves. Join two to make necklace. Ralph De Rosa, 404 Fourth.
2. Crystal pin topped by multi-coloured stones. Mazer Bros.
3. Bracelet of gold filigree dangles interspersed with and hanging from tiny crystal drops. From Leo Glass, 377 Fifth.
4. Wrap-around type of bracelet. Myriad crystal drops hang from silver chain. Bowman, Foster & Wurzbarger, 373 Fifth.
5. Many-stranded bracelet with simulated moonstone drops. Dainty, youthful example of cool, fresh type. From Castlecliff.
6. Gaily coloured glass flowers with leaves in antique gold or silver finish. Enchanting bracelet. Castlecliff, 366 Fifth.

There is a definite movement among manufacturers to create pieces that look like authentic "real" jewellery. Single these out for promotion. They look important and luxurious and lend a special distinction to any costume—and to its wearer.

1. Like old "paste" jewellery. Fallon & Kappel, 151 W. 46 St.
2. Mesh more flexible than ever before in a costume piece. Enchanting clip watch may be worn separately on lapel. Ciner.
3. Distinguished piece. Crystal and rhinestones. Also Ciner.
4. Victorian bracelet for tailored clothes. An "old country" hand-wrought silver look about it. From Napier, 389 Fifth.
5. Simulated turquoise stones, alternated rows of square stones in colour. Semi-precious look. Du Jay, 37 W. 47 St.
6. Finest of workmanship! Rows of tiny simulated emeralds with rhinestones. Handled in very aristocratic fashion. Ciner.
7. Rhinestones, simulated sapphires. Royal Jewelry, 347 Fifth.



Definitely Summer

Like "Real"

Both gold and silver for summer selling

Romance, sentiment, femininity—depend on these for promotions

Importance of large, spectacular, individual pieces

Take full advantage of return of necklaces—real business to be had

Emphasis on colour—much multi-colour

For short sleeves—sell several bracelets to be worn together.

COLOUR THE DAY

BEIGE COSTUME

SHOES	GLOVES	BAG
black	beige yellow black	black beige black
navy-blue	medium blue corn yellow	dark blue beige
dark wine	purply-pink natural	dark red brown
brown	burnt orange dark wine beige	beige dark red dark brown
belt matching bag or gloves		

GREY COSTUME

SHOES	GLOVES	BAG
black	dark red bright blue	dark red navy-blue
brown	beige burnt orange	brown brown
dark wine	natural beige	dark red brown
navy-blue	medium blue bright pink light blue	dark blue dark red dark blue
belt matching bag or gloves		

NAVY-BLUE COSTUME

SHOES	GLOVES	BAG
navy-blue	light blue dark wine corn yellow	medium blue dark red dark blue
dark wine	pale pink beige	dark red dark beige
bright brown	yellow nasturtium	dark brown bright brown
belt matching bag or gloves		

BLACK COSTUME

SHOES	GLOVES	BAG
black	beige corn yellow cyclamen	dark beige black black
dark wine	black bright pink	black dark red
russet	black russet	black black
belt matching bag or gloves		

Bonwit Teller—Vogue

Bonwit Teller's brilliant promotion of pre-war fabrics is another striking example of the liaison between store displays and Vogue fashion authority. Not one—not two—but six windows based their striking displays on the news announced in January 15th Vogue—"Twill is a pre-war fabric that is coming back with great success"—tying up this 1937 head-line with quotations and pages from 1911 issues of Vogue; both quotations reproduced on display cards in the foreground. The skyscraper background added emphasis to the up-to-the-minute rightness of the pre-war fabrics of the suits displayed. Enlarged 1911 Vogue covers were used for the 1911 to 1937 tie-up in two of the windows.

Spot-light the fashion authority of your promotions with Vogue quotations. Double their selling power with a series of windows at one time. See page XII for Vogue quotations that you may use in your promotions. Write to Vogue's Merchandising Service, 420 Lexington Avenue, New York—we'll be delighted to make suggestions!

April 1st Spot-light

Paris Importations elect the wearability by day—excitability by night theme emphasized throughout Vogue's reports of the Openings. Spirited young dresses include Lanvin's demure organza weighted with a sash of plaid taffeta ribbon, and Maggy Rouff's whirling pale-pink chiffon laden with flowers. Sophisticated moods take to Lelong's pole-slim shaft of upward-climbing multi-coloured bands, or his pirouetting dress of multi-coloured shirred net stripes; and to Alix's sculptured dresses of white, and shaded green jersey. For day, Schiaparelli's silk alpaca top-coat is the superb answer to the distinctive costume almost everyone can wear. Molyneux encourages the naïve look with a little piqué collar on a short-sleeved navy-blue wool dress. Vionnet shows new loose sleeves to give a change of silhouette in a navy-blue wool coat over a dotted silk dress. And new suits continue to pour in—as Paquin's wearable red tweed with nipped-in jacket over a high-necked jersey blouse, and Molyneux' classic tailored suit of intricately cut plaid wool.

British designers vie colour against colour. Digby Morton pipes a navy-blue wool dress with ticking-striped wool to match the snug-fitted jacket; Ann Talbot shows a jacket and cape checked off in Union Jack colours, over a navy-blue skirt; Leathercraft makes a coat, skirt and jacket entirely of green suède; and Lachasse adds the perfect touch of cowslip-yellow in a silk shirt just glimpsed through the jacket-opening of a grey flannel suit.

In the American market, the rising wave of femininity is breaking out in sheer frills on vestees and blouses of gossamer-fine organza, batiste and chiffon of exquisite hand-work in embroidery and minute tucking. Grosgrain is having a sensational return to importance in accessories—gloves are matched to bags and belts entirely of grosgrain. Waistcoats of fireman-red grosgrain are crisply chic with tailored jackets. And grosgrain bands are appearing on hats—spiralling around the brim-edge or up-standing in stiffened bows on shiny black straw disks.



"Vogue Says" Cards—April's Advance Guard

April, justly famous for its showers, is more than the month of rubbers and umbrellas. It's also the month when your customers will fill in the chinks of their wardrobes with new light-weight suits; with crisp, fresh accessories. Use "Vogue Says" cards as memoranda for them, to bring them in out of the rain, to start them looking around. Cards of the first four quotations free to retailers; you may make up cards bearing the other quotations. Write Vogue's Merchandising Service, 420 Lexington Ave.

FREE TO RETAILERS:

Vogue says: "Good tweeds are the axis of a wardrobe."

Vogue says: "Navy-blue with white, like flower catalogues, is part of spring."

Vogue says: "Play up the eternal feminine with lingerie touches."

Vogue says: "Sailor hats are everywhere, for young and old."

ADDITIONAL QUOTATIONS:

DAYTIME

Vogue says: "Cherish that schoolgirl look."

Vogue says: "Mauve, purple and raspberry shades are cropping up in the country."

Vogue says: "The soft neck-line is a born flatterer."

Vogue says: "For town and travel, wear a redingote and white-collared dress."

Vogue says: "A silk alpaca coat is perfect for formal afternoon."

Vogue says: "There's a new easy fit that still shows the figure."

Vogue says: "A widely girdled dress is an April apéritif for your wardrobe."

Vogue says: "Turn the key on winter with a hyacinth-blue dress."

Vogue says: "New loose sleeves to change your silhouette."

Vogue says: "Pastel plaid suits are knock-outs."

Vogue says: "Mustard colour teams with beige."

Vogue says: "When in doubt—wear a tailored one-piece dress."

EVENING

Vogue says: "Dust-grey is a lovely colour for grey hair."

Vogue says: "Have a gipsy swish to your evening dress."

Vogue says: "White chiffon for gala evenings."

Vogue says: "Evening dress hems attract attention!"

Vogue says: "White organza is as young as a new moon."

Vogue says: "The evening is sheer Theatre."

ACCESSORIES

Vogue says: "Sheer white touches for your dark costumes."

Vogue says: "Have a ribbon bolero to wear with dinner-dresses."

Vogue says: "Swing a postman's bag over your shoulder."

Vogue says: "Fill in the chinks in your wardrobe with classic silk shirts."

Vogue says: "A tailored waistcoat of grosgrain under your suit."

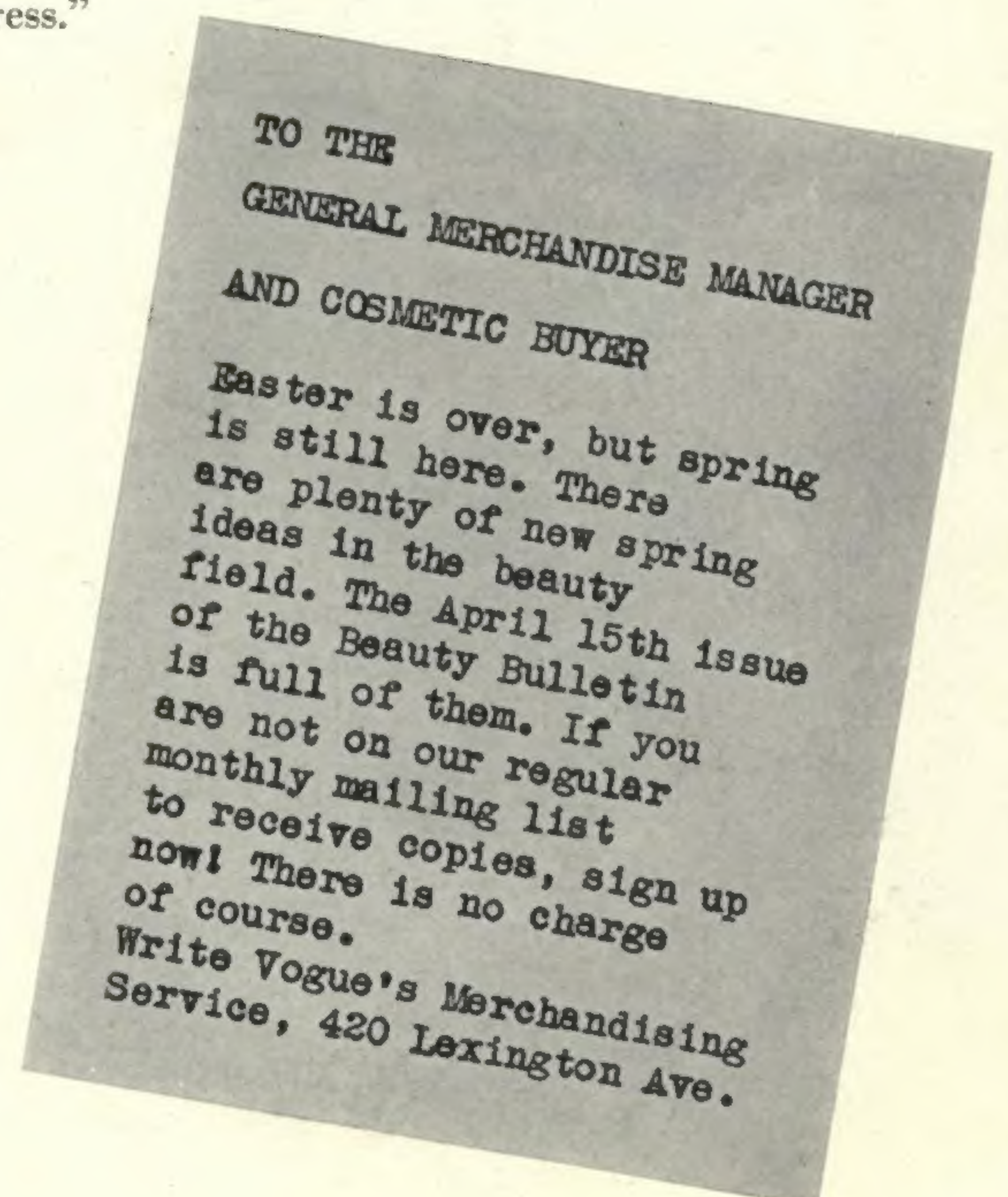
Vogue says: "Wear a washable hand-made white blouse with a ruffy jabot."

Vogue says: "A frothy, infantile blouse under a sleek suit."

Vogue says: "A baby bib collar for your black dress."

Vogue says: "Ruffy vestees of embroidered batiste on dark sheer dresses."

Vogue says: "Stimulate your dress with coloured sash and flowers."





Realities surpass expectations in Hawaii

*Matson Line
to Hawaii*

NEW ZEALAND • AUSTRALIA VIA SAMOA • FIJI

☆ Full information of the incomparable Matson South Pacific voyages may be secured from all Travel Agents or Matson Line—Oceanic Line, New York, Chicago, San Francisco, Los Angeles, San Diego, Seattle, Portland.

Hawaiian hotel reservations, at the beautiful Royal Hawaiian and Moana at Waikiki Beach, may now be made at the same time you book your steamer passage. A new convenience for Matson travelers.

S. S. LURLINE • S. S. MARIPOSA • S. S. MONTEREY • S. S. MALOLO

Lei-vendor photographed in natural color in Hawaii.

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Alice Roosevelt Longworth says: "They're a light smoke, kind to the throat"

"I often lunch in the Senate restaurant at the Capitol and the number of Senators and Representatives I see with a package of Luckies is quite surprising. Off and on, ever since 1917, I myself have used Luckies for this sound reason: They really are a light smoke—kind to the throat. It's simply common sense that these Senators and Representatives, whose voices must meet the continuous strain of public speaking, should also need a cigarette that is considerate of their throats...a light smoke."

Alice Roosevelt Longworth

**The Finest Tobaccos—
"The Cream of the Crop"**



In a recent independent survey, an overwhelming majority of lawyers, doctors, lecturers, scientists, etc., who said they smoked cigarettes, expressed their personal preference for a light smoke.

Mrs. Longworth's statement verifies the wisdom of this preference, and so do leading artists of radio, stage, screen and opera, whose voices are their fortunes, and who choose Luckies, a light smoke. You, too, can have the throat protection of Luckies—a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on your throat.

a light smoke

"IT'S TOASTED"—YOUR THROAT PROTECTION **AGAINST IRRITATION
AGAINST COUGH**